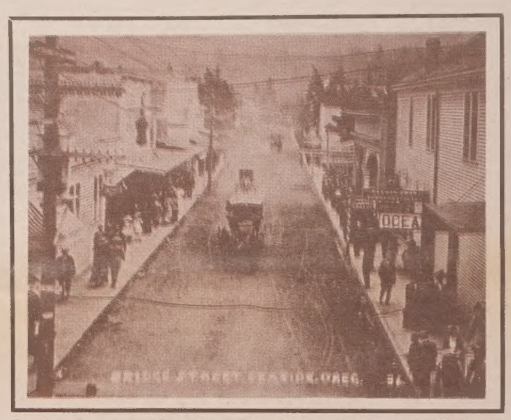
Who's Who

Victor Jarvinen's Horseshoeing Shop used to stand on 14th and Exchange streets in Astoria. Lovell Auto's service department now occupies this corner.



Broadway Street in Seaside was a popular tourist attraction in the early 1900's. The horse and buggy dominated the roadways then as tourists visited the many small coastal shops.

Gearhart was a primitive community in the 1920's. This is an eastward view down Pacific Way toward the timberlands which eventually became part of Crown Zellerbach corporation.

Courtesy Alex Blendi

Cannon Beach was a busy town in the late 1940's. The winding road that led to Cannon Beach from Seaside couldn't discourage these visitors.

In Clatsop County Business 1872-1986

We hope you enjoy this historical tab which chronologically lists many of the businesses that helped shape our north coast community.

Supplement to The Daily Astorian

113 Years

THE DAILY ASTORIAN

949 Exchange Street, Astoria, Oregon
325-3211 738-3377

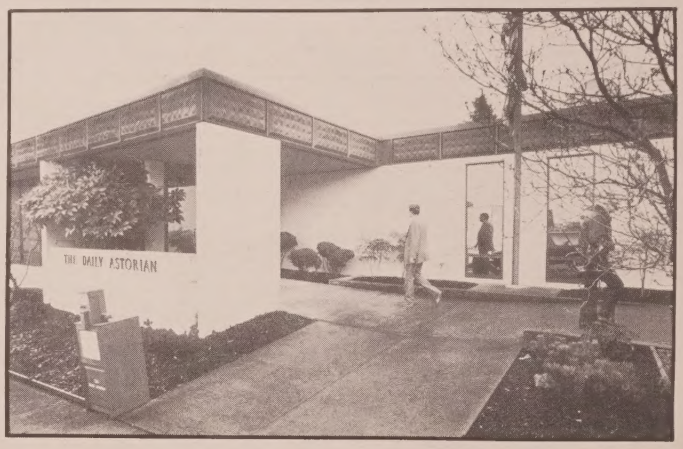
The Lower Columbia River area has been served by newspapers since 1873. The earliest were the weekly Astorian and the daily Evening Budget.

Through a series of ownerships, two daily papers, The Morning Astorian and The Evening Budget, emerged. They were consolidated in 1930 into the Astorian-Budget, an evening paper. That publication was renamed The Daily Astorian in 1961.

The Daily Astorian was installed in the building it now occupies at 10th and Exchange in 1970. At that time the process by which the newspaper is produced was changed from letterpress to offset. In 1984 another significant change was made, with the installation of computerized equipment to produce the content of the newspaper and to assist with distribution of the newspaper.

The Daily Astorian has been given state and regional awards for excellence in reporting, photography and typography.

The newspaper, published five days a week, has some 10,000 paid subscribers. To provide total market coverage, supplements are sent weekly to non-subscribers in Clatsop County and on the Long Beach Peninsula.



107 Years

CARMICHAEL OIL

STANDARD OIL CO.

10 Fifth Street, Astoria, Ore.
Phone 325-3122

Owner-manager: Tom Carmichael
Astoria plant opened 1901

Marketing was truly a one-horse operation at the beginning of this century in Astoria. And that horse was busy!

First he pulled the package wagon around town, then he returned to Standard's Substation to operate a treadmill connected to a rotary pump for unloading Pearl Oil from railroad tank cars. Finally, the horse was hitched to the 175-gallon tank wagon for delivery of Pearl Oil, the kerosene which provided the only means of lighting the community's homes, churches and meeting places. Much of this was distributed through the grocery stores. Gasoline gave him little trouble, as only 100 gallons a year were sold, to be used solely in plumbers' blow torches.

Standard pioneered this territory — in petroleum service, that is.

Our Astoria plant, served an area of 1600 square miles on both Oregon and Washington sides of the river. Many of the customers received their Pearl Oil in the famous "two-fives" — wooden boxes containing a pair of five-gallon tins. These were supplied by a local can factory, and filled from the plant's single 22,000-gallon storage tank.

Our sales agent, Hiram Leinenweber, nailed up the boxes, stenciled on the brand, made deliveries, took orders, kept books, and wrote the monthly report, from 1901 to 1920.

Everywhere, gasoline sales began to grow. Around Astoria, the demand came primarily from the engines installed in some 5000 sailboats, mostly fishing boats. Another product on the move was fuel oil, and the Astoria plant was slightly enlarged to handle the business.

The dock became the home port of a launch, Petroleum. She was replaced by a series of more modern "tiny tankers" bearing the appropriate name, Service. Each one had served the fishing vessels locally and the territory upstream from the mouth of the Columbia for 25 miles, on both Washington and Oregon shores.

Several Special Agents followed Hiram Leinenweber: E. J. McClanahan, H. W. McCallum, W. P. Tuerck, R. C. Holmes, H. R. McFeeters, and finally H. E. Hutchens. Mr. Hutchens spent 30 years here, retiring in 1957. Upon Hutchens' retirement the plant fell under the supervision of a manager in Longview.

Our marine dock is located where the Kinney Salmon Cannery stood. This cannery was part of the Columbia River Packer's Association.

The Astoria plant ceased to be company operated in 1971 when Tom Carmichael bought the business.

Over the years many local men spent their entire careers working for Standard Oil in Astoria. This plant was an asset to the early growth of the Lower Columbia area and continues to be one today.

1954 Standard Oil 75 Year Anniversary
Left to right: Al Agidius, Jack Leahy, Vince Kearney, Harry Sollars, Bill Langhardt, Charles Mattila, Del Safley, Earl Hutchins, George Olsen, Al Graichen, Pete Tadei, George Leonard, Gordon Slotte, Al Sjoblom, Ken Lucas.

Pre-1930
Left to right: Harold Denson, Pete Tadei, Rex Bently, John Shriver, Leo Laird, Al Nelson, Charles Mattila, Al Agidius, Art Johnson, Clar Osterich, Bill Langhardt, Norm Stephens, George Olsen, Jack Leahy, Fred Brakke, Earl Hutchens.

Thank You

We would like to thank all the advertisers who participated in this year's Who's Who. You've helped make this tab the biggest yet! Again, thank you all for contributing to this popular historical chronology.

114 Years

POWER TRANSMISSION PRODUCTS

750 Astor St., Astoria

Originally Fisher Bros Store was founded by Ferdinand A. Fisher and his brother Capt. A. C. Fisher in 1872 and located on the N.W. corner of 12th and Marine Drive.

Today's Power Transmission Products store is one of the longest standing businesses on the Oregon coast, but they continue to move forward.

The company is expanding its product lines to include mechanical, hydraulic and pneumatic transmission products, bearings and seals as well as Industrial and Auto Parts.

99 Years

TICOR TITLE INSURANCE

We're America's largest. But you're number one.

Begun by John Griffin and Edward Fergusen, local pioneers, and backed by the assets of the world's largest title insurance company for over 50 years now, we look forward to providing Clatsop County with its title insurance and escrow needs on into the future. Ours is the only title plant in the county with complete records, and we take pride in our accurate, speedy service.

Our offices in Astoria and Seaside stand ready to assist you.

630 Bond
Astoria
325-2144

300 S. Holladay
Seaside
738-8433

97 Years

OWL DRUG STORE

1198 Commercial
Astoria

Established and locally owned since 1889. Although the original owners of Owl Drug are not known, we do know that T. F. Lorin owned it around 1919 and in 1922 Frank Berg and Peter Paulsen purchased it and owned it until 1953. In 1954 Richard Paulsen purchased it, selling it in 1973. Present owner is Allan Staley.

325-4311

97 Years

ERICKSON FLORAL CO.

"A Blooming Tradition"

1295 Commercial, Astoria 325-4831

Erickson Floral Co. was founded in 1889 by Ole Erickson and Andrew Johnson. Originally a nursery and greenhouse at the site of Astoria High School, they raised and sold cut flowers. The flowers they grew included asters, bachelor buttons, daffodils and pinks.

In 1910, a Floral Shop was established on Bond St. between 11th and 12th, operated by Gus Erickson and later Charles Erickson.

Moving again to 16th and Commercial, the shop burned in the fire of 1922. The shop has been at its present location since 1938, operated by the Erickson family until 1973, it was then sold to Mr. & Mrs. E. L. Hiler.

John and Rosie Samp are now the owners and are looking forward to their second season with Erickson Floral Co.

John is a native Michigander where he studied horticulture before his move to Oregon 6 years ago. Rosie, who grew up in Nebraska, moved to Oregon with her family in 1973. She attended Oregon State University and also received a Horticulture degree. Both have resided on Clatsop Plains since 1982.

They invite you to visit their flower cart which features seasonal cut flowers and blooming plants. Inside the shop you'll find fresh flower arrangements, blooming garden baskets, house plants and many other gift ideas. They also feature dry flowers, silks, ribbons, baskets and floral supplies for your home projects.

96 Years

HAUKE'S SENTRY MARKET

3300 Lief Erikson Dr. Astoria

The firm was founded in 1890 by Erik Hauke, offering groceries, meat, hay, feed, hardware, crockery, fishing supplies and sundries. Orders were taken in the morning by the driver of a horse & wagon, and delivered in the afternoons.

The store had been located at 3177 Marine Drive since its founding in 1890. The original building was rebuilt in 1916.

In June 1978, a 20,000 sq. ft. building was built at 3300 Lief Erikson Drive where the store remains at this time.

In Feb. 1985 Hauke's expanded service by opening a 2nd store known as Bayside Sentry at 668 W. Marine Dr. Both stores are owned and operated by Skip Hauke.

A young golfer looking concerned over which club to choose.

95 Years

Greenwood Cemetery

Serving all of Clatsop County

The "MAYFLOWER", a river steamer, was one of several boats that served Greenwood Cemetery from 1891 to 1917.

Greenwood Cemetery today is a perpetual care cemetery dedicated to MEETING THE NEEDS OF TODAY'S FAMILIES.

Greenwood Cemetery offers a pre-need marketing plan with special savings on property and merchandise combinations.

Planning advisors can show how to guarantee current local prices anywhere in the nation. A monthly payment plan is available.

Greenwood Cemetery has niche space available for those who choose cremation. Greenwood Chapel offers this memorial service in a dignified atmosphere.

Michael & Lynda Leamy

325-6432

Rt. 1, Box 901 Hwy. 202

95 Years

U.S. BANK

United States National Bank of Oregon was founded February 5, 1891. The Astoria Branch started in Astoria July 12, 1937. As a full service bank, US Bank offers its customers loans, savings accounts, checking accounts, time deposits, investments, trust services, international banking. U.S. Bank has four locations in Clatsop County to serve you; Astoria, Warrenton, Seaside & Cannon Beach.

94 Years

ASTORIAN PRINTING CO.

Commercial Printing

1054 EXCHANGE STREET
ASTORIA, OREGON - 325-7321

This commercial printing business has been serving the Sunset Empire since 1892. It was associated for many years with Astoria's daily newspaper. When the newspaper moved into new quarters in 1970, the commercial printing operation was separated. It became identified as Astorian Printing Co. and was relocated at 1054 Exchange Street.

Astorian Printing Co. does both letterpress and offset printing and has the capacity to do full-color printing. One of the company's specialties is the Official Tide Tables with the A-B Better Fishing Guide.

The manager of Astorian Printing Co., Al Bue, has been with the Astoria newspaper and commercial printing operations for 46 years.

94 Years

GIMRE'S SHOE STORE

239 14th St.
Astoria

Sven A. Gimre founded S.A. Gimre Shoemaker in 1892. He made and repaired shoes on Bond Street, located between 11th and 12th St. His son Kermit, along with Kermit's sons Jon and Peter are carrying on the same fine tradition at Gimre's that Sven started 94 years ago. Quality, Friendliness, and Service are all we have to offer.

Gimre's Shoe Store is the oldest shoe store in Oregon under the same family ownership.

Gimre's has recently opened their newest store located in Hillsboro.

West Seaside, a 1908 community, located somewhere west of the Neawanna or Necanicum rivers. This community served as a temporary home for many migrants who moved to the rich north Oregon coast to take advantage of the fishing & timber industries.

88 Years

UTZINGER'S BOOK STORE

1015 Commercial St. Astoria

The firm was founded in 1898. Albert F. Utzinger, son of the founder, took charge of the firm in 1911. In the early 1960's Edward Utzinger, Albert's son, became the manager. In the 1940's they moved to 495 Commercial, a site now occupied by Willamette Savings. Fire forced another move to 1292 Commercial. When Edward Utzinger died the firm was sold.

In 1976 Antoinet & Gary Wing became the present owners.

325-2781

84 Years

J.C. PENNEY CO. INC.

1343 Commercial
Astoria, OR 97103
Vaughn B. Korth, Mgr.

J.C. Penney, the son of a Baptist preacher invested $500 savings & $1500 borrowed capital to open a small drygoods store (known as the Golden Rule) in 1902 in Kemmerer, Wyoming . . . that investment has grown to over 1700 retail stores with catalog departments . . . known today as JCPenney Co. Inc. Penney's still has its commitments to quality and customer service and in the past decade has made a major fashion update of all its stores - now carrying name brand items along with its own now famous labels . . . just watch us grow!

J.C. Penney based his career on six principles of creative living. Preparation, Hard Work, Honesty, Confidence in his fellow men, the Spirit and a practical application of the Golden Rule.

81 Years

CITY LUMBER COMPANY

2142 Commercial Astoria
1011 9th Ave., Seaside

Records go back prior to April 1, 1905, thus establishing this firm's foundation to that time. It was known as City Lumber and Box Company and located at 187-12th St. Sometime later the company moved to the Foot of 9th St., and was known as City Lumber & Supply Co., specializing in coal and building materials. The lumber yard was located at 22nd & Commercial.

In 1956 the firm was purchased by the Lamb-Morse Company and the entire City Lumber Co. was combined at its present location at 22nd and Commercial.

Present owners are Jerry & Nancy Newenhof who purchased the company in January, 1975.

Today, a long way from its beginning, the company offers lumber, electrical and plumbing supplies, paints, hardware and wallpaper and a new outlet in Seaside.

325-4511 and 738-3381

81 Years

Hildebrand's
1033 Commercial • Astoria 325-6341

Quality and Savings since 1905

Hildebrand's was opened on February 1, 1905 by August Hildebrand, when Astoria still had wooden streets and sidewalks, and Teddy Roosevelt was our President.

His son Frank Hildebrand is still active in the business.

We have Astoria's largest selection of name brand home furnishings, Frigidaire and G.E. appliances, Zenith TV's, stereos and video recorders; floor coverings and bedding.

Always convenient financing

You'll Do Better At —

Hildebrand's
1033 Commercial • Astoria 325-6341

78 Years

HOLLADAY PLACE, INC.

1 North Holladay Drive • Seaside

Holladay Place is the county's largest clothing department store offering quality brand name clothing and shoes for the entire family. Holladay Place offers menswear, womens wear, updated missy sportswear, juniors, boys and girls sportswear, infant and toddlers clothing, and shoes for the entire family. Holladay Place also features a work clothing department.

Located on the corner of Broadway and Holladay, Seaside with over 18,000 sq. ft. of selling area. Holladay Place was originally started in 1908, owned and operated by John Selnes, specializing in food, hardware, feed and seed, more of a general store. A few years later Fred Wheatly joined Selnes and the store name was changed to Selnes-Wheatley. Wheatley introduced clothing to their operation at that time. About 1955 Henry Desler purchased an interest in the business. The store name was then changed to Wheatley Desler Co. The business then consisted mainly of family clothing, shoes and fabrics. In 1972 Mr. Desler purchased the Wheatley's interest and changed the name of the store to Holladay Place Inc.

In 1983 Victor Cook purchased all of the shares of Holladay Place Inc. and Mr. Desler's interest in the business. Originally the store had about 3,000 sq. ft. of selling area and over the years has grown to over 18,000 sq. ft. The merchandise has been considerably updated in all departments with plans of growth especially in juniors, mens wear and shoes.

Holladay Place opened a new infants, toddlers & childrens department last year. New lines of women's and childrens shoes and a new selection of junior sportswear were also added.

738-5521

77 Years

Western Auto
The Auto Supply Company

1052 Commercial, Astoria

Western Auto was founded in 1909 in Kansas City, Mo., which is to this day the company headquarters. The company was founded on a simple strategy—to offer the customers the automotive products they need at the prices they want to pay.

Western Auto came to Astoria in the early 1920's remaining at the same location on Commercial Street for over 50 years.

In November of 1978 Ollie and Sharon Kelley purchased the store and in June, 1979 moved to its present location at 1052 Commercial.

Western Auto now specializes in auto parts and accessories, lawn & garden equipment, bikes for all ages, and electronics. We are more modern and ever-improving.

76 Years

ASTORIA FLORIST

951 Commercial
Astoria

Astoria Florist goes back to Baldwin & Hustwick Florist founded around 1910 at 339 15th. In 1913 it became Hustwick Florist located on Franklin between 14th and 15th. It moved to 634 Commercial in 1920. By 1922 John Erickson had purchased it and changed the name to Astoria Florist. In 1925 the address was 409 Commercial with a greenhouse at 918 Florence. Sometime in the 1920s it moved to 15th & Exchange. Lloyd Attig purchased the business in 1953. In 1971 Dorothy Martin acquired the business, moving to its present location in 1972.

76 Years

WADSWORTH ELECTRIC COMPANY

1715 Exchange Astoria

The firm was founded as Astoria Electric Company by a man named Scott in 1910. Mr. Scott sold the business to Frank Green around 1917 who operated the electric company until 1929 when it was purchased by Floyd Larson and E.P. Steel. The shop was jointly operated by them until 1939 when Mr. Larson purchased the entire operation and continued as Larson Electric until 1953, when the business was purchased by Irwin Morrison and then named Morrison Electric. In 1962 Morrison Electric was purchased by D.H. Wadsworth and renamed. Wadsworth operated the business until November 1975 when it was placed under the management of Roderick Gramson.

Present owners are Roderick Gramson and his wife Cheryl, who purchased the electric shop in 1976 and moved to their present location on Dec. 16, 1976. Electrical Contracting, Residential, Commercial, Marine, Industrial, Lighting Fixtures, Full Service Shop, Rental Equip. & Radio Dispatch.

325-5501

In 1911, the first Lovell Auto garage was built on 18th Street, near Franklin, on the shores of Scow Bay (background).

Looking east on Duane toward Lovell's building, this picture was taken immediately after the December 1922 fire.

Lovell's service department in 1926. Neil Morfitt (in hat), Ed Thomas, opposite.

LOVELL AUTO

A Tradition In Astoria For 76 Years!

For 76 years Lovell Auto has served Lower Columbia's motorists, having survived two world wars, rationing, the great Astoria fire, depressions and recessions. Since Sherman Lovell began operations in 1910, hundreds of competitors have come and gone, while Lovell Auto has prospered. Its customers return again and again for service and car and truck purchases. In 1985 Lovell's sold 751 units and about one-fourth of the County's new unit registrations.

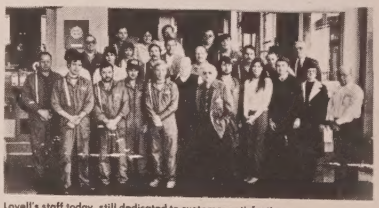
Starting with the Reo Speed Wagon, Sherman Lovell sold at one time or another, Model T Fords, Hudsons, Overlands, Mack trucks, Essex, Stars, and many others. Of its present five franchises, Buick is the oldest, dating to 1915. Cadillacs have been sold since 1921, Chevrolets since 1928, Volvos since 1958, and Oldsmobiles since 1972.

Lovell Auto features completely equipped mechanical, body, and paint departments, a parts inventory totalling over $150,000 and forty trained people dedicated to the old-fashioned idea that customer satisfaction is why a firm succeeds. Chevrolet in 1985 commended Lovell's for achieving a 96% customer satisfaction rating, making it the sixth highest ranked dealer in its Western region.

Since Sherman Lovell died in 1964, his son Robert, who joined the firm in 1945, has been the dealer. Robert's daughter, Martha Dahl is now Business Manager and learning how to continue the 76 years of Lovell tradition.

Lovell's lubrication team in 1947: Keith Rosendahl, Arne Jylha, Marius "Boze" Larsen.

Lovell's sales team in 1955 during a successful used car promotion.



Lovell's staff today, still dedicated to customer satisfaction.

Downtown Gearhart in the early 1900's. Plank roads were common in those days as was posing for photographers on lazy summer afternoons.

76 Years

Home Baking Co.

2845 Marine Dr. Astoria

The firm was founded in approximately 1910 by Arthur A. Tilander. Elmer Walo came from Finland to join Tilander and the bakery moved to the location now occupied by the Safeway store.

The Finnish Home Bakery became Home Baking Co. and moved to Uppertown in 1915. The present building was built in 1929. When fire destroyed the original bakery, the partners made use of the rest of the building.

Arthur H. Tilander, graduate of Dun Woody Bakery School & son of the founder took over the business & added a retail store. Art is now in semi retirement. His son Jim presently manages the business.

In 1985 Home Baking opened a 2nd retail outlet in Hauke's Bayside Sentry Market.

74 Years

GREENBERG'S FURNITURE

1442 Commercial Astoria

In 1912 M. J. "Joe" Greenberg opened for business on Commercial Street directly across from the old central fire station where the ship's anchor now stands.

Greenberg's carries quality name brands in living, dining, bedroom furniture, carpet and vinyl flooring. Names like Hammary, Mastercraft, Bassett, Douglas, American Drew, Lee's Carpet, Armstrong Floors and Congoleum. Sealy Posturepedic is sold exclusively in Astoria by Greenberg's.

74 Years

FERRELL HOME CENTER

210 West Marine Drive
Astoria, Oregon

Ferrell Home Center was founded in 1912 as Alfred Puusti and Company, a popular hardware store and marine supply in the lower Columbia for over sixty years. In 1962 the business was relocated to its present location due to construction of the Astoria-Megler Bridge. In 1973 the name was changed to Ferrell Home Center when it was purchased by Gordon and Lindon Ferrell. The purchase brought to five the number of Home Centers operated by them. Ron Grimm, a University of Portland graduate with over 20 years experience in the lumber and hardware business, has been manager since 1974.

Ferrell Home Center is a complete do-it-yourself home improvement center for all your building and remodeling needs! We feature the area's largest selection of General Electric and Hotpoint appliances as well as Dutch Boy Paints, Hardware, Power Tools, Lumber, Plumbing, Electrical, Housewares and Building Materials.

Ferrell Home Center is one of over 6000 independently owned True Value Home Centers nationwide.

This photo reveals the aftermath of the Astoria fire. The Daily Astorian has now taken the place of the church which was miraculously spared from the flames.

73 Years

HUGHES-RANSOM MORTUARY

576-12th St. Astoria
220 N. Holladay Seaside

The funeral home was founded in Astoria in 1913 by E. B. Hughes, and was known as E. B. Hughes Mortuary. Location at that time on the site where the Safeway store now stands. Destroyed by the Astoria fire in 1922, it has been at its present location since that time. The Seaside area mortuary was established in 1916. Former owners were E. B. Hughes, Edith Hughes, Fred Ransom and Leif E. Ericksen.

Present owners are Leif S. Ericksen and Robert R. Roeser.

Over a half a century of continuous funeral service to Clatsop County including complete cremation facilities.

325-2535 - 738-6622

69 Years

ASTORIA GRANITE WORKS

415 W. Marine Dr. Astoria

Established in 1917 by Paul Thompson, the firm has been family owned and operated for the past 69 years, remaining at the same location the entire time. Owners are Denny and Dick Thompson.

Early day monuments were hand crafted from rough blocks which arrived in Astoria by ship. Today the firm employs very modern methods of carving and some granites are imported world wide.

The Thompsons take pride in the knowledge their personalized monuments have been recognized nationally by their trade.

OPEN WEEKDAYS
EVENINGS AND WEEKENDS BY APPOINTMENT

325-0761

67 Years

AMERICAN LEGION Clatsop Post 12

1132 Exchange 325-5771

In business serving the American people for the last 67 years. Specializing in Honor, Loyalty, Patriotism and Community Service.

67 Years

KNUTSEN INSURANCE

375-12th Astoria

The firm was founded in 1919 by Martin Knutsen and was located in the Van Dusen building on 10th Street. Several years later the insurance firm moved to the ground level in the Astor building on 12th Street.

Today, the insurance company, a corporation, is just across the street in larger, more modern quarters. Martin Knutsen & Son specializes in General Insurance, including Accident and Life.

Knutsen Insurance will be moving to 968 Commercial, Astoria, March 31, 1986.

325-1541

67 Years

LOOP-JACOBSEN, INC.

1360 Com'l. Astoria, Oregon

Loop-Jacobsen was started in 1932 when Harvey K. Loop bought out Schulz in Schulz-Jacobsen. Schulz-Jacobsen was started about 1919. Harvey K. Loop also purchased Donnerberg Jewelry, owned by Frank Donnerberg, consolidating the two stores into one store, located in the Astor Building. The store was moved to its present location in 1956. Richard and Estel Van Winkle, present owners, bought the store on April 1, 1977.

The Van Winkles sell & repair jewelry, watches and clocks. They also have a large selection of clocks for sale, including Grandfather clocks and cuckoo clocks.

67 Years

☆

HERTZ RENT-A-CAR

469 W. Marine Dr. Astoria

Hertz Rent-A-Car was established in Chicago in 1919, and has since spread to over 800 cities throughout the world.

Hertz was established in Astoria in 1956 by Arnold Mart. Cars and trucks of various sizes are available from the Arco station at 469 West Marine Drive. He also keeps cars available at Astoria Flight Service at the Port of Astoria Airport.

Some rentals are to area visitors, but many rentals are to local people for such purposes as replacement of damaged or disabled vehicles.

One-way car rentals to other Hertz cities are very common. Truck rentals are most commonly made for moving furniture. Car and truck reservations can be made by calling

325-7700

66 Years

ABRAHAMSEN COMPANY

1062 Marine Dr. Astoria

The firm was founded in 1920 by Arne Abrahamsen and was located at 9th & Astor Streets in Astoria, moving to its present location in 1934.

George Abrahamsen bought the plumbing business upon his father's retirement in 1952. Don Landwehr purchased the business from George Abrahamsen in 1980.

The company specializes in plumbing, heating and sheet metal, carrying a large and diverse inventory of plumbing supplies including State hot water heaters.

325-2821

Hunt's store and Svensen U.S. Post Office in 1913, operated by Elmera Coe, then by Jack Nelman. The store was closed in 1924 by Nelman, reopened in July, 1925 by W. J. Hunt and his mother Sophia Hunt, widow of Cornelius Hunt, when she was appointed Postmaster. Picture property of Lucy M. Hunt, last Postmaster to serve Svensen.

66 Years

Seaside Golf Club
451 Ave. U - Seaside
738-5261

The Seaside Golf Club was started in 1920 on the site of Ben Holaday's old Seaside House (once the largest hotel on the Oregon Coast).

Fred Fulmer and his sons Wayne and Fred Jr. bought the Seaside Golf Course in January, 1970.

The Fulmer's offer you a family golf course, and breakfast, lunch, and dinner at their restaurant. Enjoy their fully-stocked bar.

65 Years

Future Electronics
Radio Shack DEALER

Radio Shack was founded in 1921 by Charles Tandy. Since then Radio Shack has expanded from one store in Boston to over 6,900 locations today.

Future Electronics, your local Radio Shack dealer has recently come under new management. Future Electronics specializes in Tandy computers and peripherals such as Epson printers, as well as carrying a full line of Radio Shack products. Future Electronics is dedicated to servicing all your electronic needs from antennas to telephones.

325-8248
1396 Duane, Astoria

64 Years

ANDERSON JEWELERS
1150 Commercial Astoria

Family business established in 1922 by J. L. Anderson. Two generations are now here to serve you - Blanche, Faurest, Gary and Karen.

Andersons is a full service jewelry store selling gold, diamond, and gemstone jewelry, a large selection of quartz watches, clocks from travel to grandfather, a bridal registry for crystal, silver and china. Also offer repair services for jewelry, watches and silver, custom designed jewelry.

64 Years

UNITED FINANCE
324 Ave. "A" Seaside
738-6371

United Finance Co. was founded in Portland in 1922 by Ralph C. Parker. The Seaside office opened in 1958.

United Finance is still owned by the Parker family and currently has 12 offices in Oregon and 1 in Washington. They are primarily engaged in making consumer loans directly to individuals and in purchasing retail installment sale contracts from dealers. They also offer investment certificates.

The Seaside office has four employees. Dave Raleigh has been manager here since 1981.

63 Years

REED & GRIMBERG SHOES, INC.
1197 Commercial
Astoria

Founded in 1923 by Albert Grimberg and Randall Reed at 11th and Exchange. Later they moved to 12th and Commercial where the 1st National Bank now is. In 1967 the store was moved to its present location. Warren Grimberg is the present owner. The store is now being managed by Bob Uzelac.

Reed & Grimberg is a retail shoe store for men and women, also carrying related products handbags, hosiery, etc.

325-3501

61 Years

LINDSTROM'S DANISH MAID BAKERY
1132 Commercial Astoria

The bakery was founded in 1925 by Harry A. Morrow, known as Morrow's Bakery. In 1941 Harry Hiatt purchased the business naming it Hiat's Bakery.

In 1970 the name was changed to Danish Maid Bakery by Carl & Mrs. Melanie Maxwell.

The bakery was purchased this year by John & Jan Lindstrom from Howard Schoen. John has been a baker at The Danish Maid Bakery for 11 years.

61 Years

HUNT'S MARKET
Svensen, Oregon

William Hunt built his first store down by the river in Svensen back in 1925. They sold gas and feed, and the store also served as a post office.

A second store was opened in 1932 at the Svensen Crossroads, and in 1934, a new store was built in Svensen.

Thirty-one years ago, William Hunt purchased a competitor's store (Hunt's present sotre) and remodeled it completely. Bernard "Tubby" Hunt purchased it from his father in 1970.

Today Hunt's carries a full line of groceries, fresh meats, and produce. Gas, clothing and logger shoes are also available.

An early photo of Seaside probably taken in the 1920's.

61 Years

CALDWELL'S LUCE-LAYTON MORTUARY
1165 Franklin Ave.
Astoria

The firm was founded in 1925 as Karlson & Sons Mortuary. The Ginns purchased the Mortuary in 1937 and Marion and Raymond Luce came in 1947. Dale and Hilda Layton purchased it in 1959. It then became Luce-Layton Mortuary. In November 1976, Jim and Renee' Caldwell purchased the business from the Laytons.

Dedicated to caring for Clatsop County families in their time of need . . .

"It's our Tradition of Caring"

325-1811

60 Years

NIEMI OIL CO.
Port Docks, Astoria

Firm was founded on May 1, 1926.

Ed Niemi went to work for Pilot Oil Co., owned by Roger Pinneo, Sherman Lovell and Jack Turner. On January 2, 1931 General Petroleum bought out Pilot Oil.

In 1935 the company became Petroleum Products Inc., owned by George Sheahan and Basil Burke. In 1941 Mr. Niemi became partners with Sheahan and in 1944 Mr. Niemi bought out Sheahan and become a wholesale agent.

December 1, 1945 the company became J. Ed Niemi, Distributor. On January 1, 1966, Warren Bechtolt joined the firm which was now Ed Niemi Oil, Inc.

In October of 1970, Warren and Alice Bechtolt purchased the company.

The firm has been at the same location from its start in 1926.

60 Years

LUM & UTTI PONTIAC GMC SUBARU

See Full Page Ad On Back Page

60 Years

KENT PRICE REALTY, INC.
SPECIALISTS IN BEACH PROPERTY
2367 S. Holladay Dr., Seaside
184 East Second, Cannon Beach

Actually, part time back to 1926. Founded in 1941 in Cannon Beach as Kent Price & Son, Realty & Insurance. Known as Kent Price Insurance during some of the middle years. Now known as Kent Price Realty, Inc. with second generation broker Kent H. Price and third generation broker David Kent Price active in the business with three offices now open.

SEASIDE 738-5558
MANZANITA 1-368-5179
CANNON BEACH 436-1171

58 Years

Mark Struloeff, Agent
260 S. Roosevelt
Seaside 738-5152

Originally providing insurance for passenger cars only, Farmers now specializes in Auto, Homeowners, Business and Life Insurance.

Mark Struloeff has been Farmer's Seaside Agent for 2 years. He extends an invitation to help you with all your insurance needs.

FARMERS INSURANCE GROUP
Symbol of Superior Service

54 Years

ASTORIA BUILDERS SUPPLY
1777 Marine Dr. Astoria

The original company was founded as Brewer Billie Lumber Co. in 1932 and was located at 20th & Commercial St. in Astoria. That company was purchased in 1941 by Clayton C. Morse, the name was changed to Astoria Builders Supply and moved to its present location.

The firm specializes in retail building materials, materials needed for new construction as well as remodeling for builder and homemaker.

Richard and Shirley Stemper, present owners, have expanded in the hardware and plumbing lines due to acquiring the Ace Hardware Franchise. They are presently adding interior decorating items. Closet storage systems and window treatments are new additions.

Call 325-3611

54 Years

WUONOLA SIGNS
192 Marine Dr.
Astoria

Arvid Wuonola originally opened in the basement of the old Power Company on 9th and Commercial in 1932. He then moved to 15th and Commercial in 1937. He moved to his present location in 1947. He has been serving the area continuously with fine sign making for the past 54 years.

325-4871

The Seaside House built in 1873. It was one of the first resort hotels on the Oregon Coast.

54 Years

New Car Showroom

*S.S. SUNSET FORD

LIFETIME SERVICE GUARANTEE

"Where we're never knowingly undersold"

ASTORIA • 325-6411
710 West Marine Drive

SEASIDE • 738-6314
185 S. Roosevelt

***Super Savings - Super Service**

Quality Used Car Lot

53 Years

Fenton's Grocery - Circa 1933

Ron & Linda Dugan today own and operate Warrenton Coast to Coast, a rapidly-growing store featuring everything from hardware to bikes to brand-name stereo. The store boasts a proud past . . .

The building was originally Fenton's Grocery, owned by Ames Fenton. Fenton's Grocery and Wilson's Drug occupied the building until 1955.

The Coast-To-Coast Store was bought by Bob & Diane Pollard (Linda Dugan's parents) in 1975. They later sold to the Dugans.

Their friendly, knowledgeable staff includes Bob Pollard, Linda Fenton (Ames' Granddaughter) and Kenney Mendenhall.

WARRENTON
Coast to Coast
124 S.E. Main St., Warrenton 861-1161

53 Years

PROM BIKE SHOP

325 S. Holladay, Seaside
738-8251

Originally a rental business catering to tourists on the prom, the Prom Bike Shop now stocks an average of 100 new bikes for sale, 100 bike rentals, 150 skate rentals, and many used bikes for sale.

Les Clark bought the store from his father, Lyle Clark, in 1975.

The shop has moved several times over the years (up & down the prom) to its present location on S. Holladay. Two new wings were added in 1982.

52 Years

The Astoria Clinic

800 Exchange, Astoria

The Astoria Clinic was founded in 1934 by Dr. Jon Straumfjord. It is currently a multispecialty group of 16 physicians and 52 other employees and provides over 40,000 office visits a year. In recent years the clinic has expanded its office hours and is now open Monday through Thursday from 8:30 a.m. to 8 p.m., Friday from 8:30 a.m. to 5 p.m. and Saturday from 9 a.m. to noon. Patients requiring urgent care can be seen any time the clinic is open without an appointment.

325-4111

52 Years

John and Sandra Marsch, owners of Leons, founded in 1935, are proud to be serving the North Coast Communities with our fine staff to welcome you with personal service. Along with time honored customer service, we offer a full line of women's apparel, lingerie, accessories, and always current and fun fashion shoes.

Leons

New, two floors of what you're looking for
1287 Commercial, Astoria
Open 7 days a week. Sundays 12-4.

52 Years

Coors
George Killian's Irish Red
Light Olympia Beer
Since 1865 Hamm's Beer

EMPIRE BEVERAGE OF ASTORIA, INC.

1425 S.E. 29th St., Warrenton

Empire Beverage of Astoria, Inc., was founded in 1934 by Mason Erhman and Company. It was operated in conjunction with Mason Erhman Wholesale Food Company. It was located on Front Street in Astoria.

In 1958 the Beer Distributor portion was Incorporated and ran as a separate business.

In 1967 Jim Welch joined Empire Beverage as Manager and Stockholder. In 1970 Jim purchased the balance of the Corporation's stock and moved Empire Beverage to a larger warehouse in Warrenton.

Michael Welch, Jim's son joined the Corporation in 1973.

In 1977 Empire Beverage of Astoria, Inc., due to expansion of business, needed larger facilities. Land was purchased in Warrenton, and a larger Warehouse was built. Since 1977 further expansion was necessary bringing the total square footage to 11,000 feet.

Empire Beverage services all of Clatsop County and part of Columbia County, with Hamm's, Olympia, and Coors beer brands along with a large selection of Oregon, California and imported wines.

861-1665

51 Years

McGREGOR'S SUPPLY COMPANY

"Still Under Original Ownership For 51 Years"
207 7th Street, Astoria, Oregon 97103 Phone (503) 325-1612

AC-DELCO WAREHOUSE DISTRIBUTOR

Delco Remy Alternators, Starters
Delco Remy Starters - New, Rebuilt
Delco Batteries
Delco Water Pumps
Delco Wire and Cable
Delco Shocks
Motorola Alternators and Parts
Prestolite Parts

Leece Neville Parts
Stewart Warner Gauges
Wagner Brake Parts
Blackhawk Tools
AC Delco Fuel Oil Filters
AC Delco Air & Gas Filters
AC Delco Carburetor Kits
AC Delco Spark Plugs
AC Delco Fuel Pumps

AC Delco Gauges
Briggs & Stratton Engines & Parts
Lincoln Lube Equipment
Krylon Paints
Trico Windshield Wipers
Gates Fan Belts and Hose
Standard Batteries
Auto Chemicals and More

Left to right: Scott McGregor, Bill McGregor Jr., Louann Aldrich, W. F. McGregor.

AC GM Delco
GENERAL MOTORS CORPORATION

50 Years

ED FEAREY & CO.

101-9th St., Astoria

The insurance company which handles all types of insurance including home, auto, fire, theft, liability was founded in 1936 by Ed Fearey, Sr. and was located in the Spexarth Building on Commercial St. Ed Fearey, Jr. joined his father in 1946.

In 1959 the Insurance Company moved into its present location at 9th and Astor Street.

Ed Fearey, Sr., retiring in 1964 handedover the reins to his son Ed Fearey, Jr. and Dave Corkill.

In 1985 ownership was expanded to include Lou Marconeri.

50 Years

BALL STUDIO

1184 Commercial Astoria

The firm was established in 1936 by Richard H. Ball when he purchased the Wilson Studio from Fred Wilson. First located on Commercial Street in the Astor Building, moving to their present location in 1938.

Shortly after the death of Mr. Ball the studio was purchased in 1973 by Jim Bingham and Laurene V. Blackburn, longtime employees of the firm.

The firm's slogan is "Quality Portraits Portray Personalities", specializing in Children, Family Groups, Weddings, School Pictures, photo finishing and commercial work. Film, supplies, and custom framing. 325-2461

48 Years

CRAB BROILER

EST. 1938

Junction of Hwy. 101 and 26
Open Daily 11:30- Sunday at 9:30
738-5313
Reservations

In 1945 Bill Daggatt's boss told him he was too energetic to be in the banking business. So, taking his boss's word for it, Bill and his wife, June, together with June's brother, Jay Brown, and his wife, Lucile, pulled up stakes in Portland and moved to Seaside. They bought The Crab Broiler, which had just been rebuilt . . . and the family's been at it ever since.

The Crab Broiler is still in the family.

Today, June Daggatt and sons Walter and George carry on this popular Seaside tradition, which has been widely acclaimed in magazines and newspapers around the country. Originally, **The Crab Broiler could accommodate only 40 guests. Now, nearly 300 hungry folks can be served comfortably at one sitting.**

48 Years

PLYTERS PET STORE

240 10th
Astoria

The Business was founded in 1938 as Astoria Feed, Garden and Pet Store at 4th and Marine Drive by Pete Plyter.

In 1957 he sold the Feed and Garden Store to Fisher Bros. He continued as manager for 5 years. It was then sold to City Transfer and he continued to manage it for 3 years. After a short retirement he went back into the Pet business at his present location.

325-7200

47 Years

YERGEN & MEYER

Certified Public Accountants
801 Commercial 325-4921

Clients have been served in the City of Astoria since 1939. The firm currently has a total of seven offices located in Astoria, Portland, Medford, Eugene/Springfield, Coos Bay, Pendleton, and Chehalis, Washington.

The Astoria office presently employs a staff of ten; of this five are licensed certified public accountants including resident partners Robert L. Myers and Michael E. Lynch.

Professional services include tax services (planning & preparation), financial statement compilation and review, opinion audits, computer services, estates and trusts.

47 Years

PayLess Drug Store

PayLess Drug Store Northwest, Inc., like the entire Pacific Northwest area, has changed and grown a great deal in the last 20 years. PayLess operates 180 stores in 7 Northwestern states with 40 new stores planned for 1986. In 1939, Peyton Howes, founded and now retired chairman of the PayLess Board of Directors, opened his first store in an old opera house in La Grande, Oregon.

The local PayLess is a major store in the Youngs Bay Plaza Shopping Center, managed by Bill Goehner with Valia Snider as the assistant manager. Phone 861-1618.

46 Years

TERRY HAHN AUTO PARTS

1092 Marine Drive 325-5421

Founded in 1940 as Smith Auto Parts, on the corner of 11th and Marine Drive, the company remains at the original location today. Purchased in 1978, by Terry and Linda Hahn, a complete machine shop was added in 1980. The store now features extensive lines of quality automotive, truck and marine parts and supplies along with friendly professional personnel.

BUMPER TO BUMPER

45 Years

Roehms

810 Broadway
Seaside
738-6261

Founded in 1941 by Charles Roehm with his son Gene Roehm and daughter Virginia Raymond.

From 1941-1965 the business was located across the street on Broadway. In 1965 the new building was built on its present location and is managed by Roger Culley.

Roehm Furniture carries quality home furnishings in a tasteful yet practical manner at affordable prices.

43 Years

OREGON COAST REALTY

819 S. Holladay Drive
Seaside, Ore., 738-6321

Founded in 1943, Oregon Coast Realty is the "one stop" Real Estate Office in Seaside. Well known and respected throughout the county, Oregon Coast Realty is co-owned by Doris Strumme, Broker & Jo Thayer, G.R.I. The Sales Staff includes Ron Honeyman, Bud Larson & Cork Mobley. You are invited to stop by the office to discuss your Real Estate needs.

Oregon Coast Realty specializes in residential, industrial & commercial properties, business opportunities, and vacant land. The busy rental department is always ready to assist a searching tenant or a needy landlord.

A qualified professional is always available to help you at Oregon Coast Realty. Give us a call.

42 Years

ENGLUND MARINE SUPPLY CO. INC.

FOOT OF 15TH STREET P.O. BOX 296 ASTORIA, OREGON 97103 503/325-4341

Englund Marine Supply Co., Inc., was founded by Axel R. Englund in July 1944 as a retail and wholesale Marine Supply store. On July 23rd of this year Englund Marine will have served the general public, the fishing industry, and other industrial and related industries in Oregon, Washington, and California for 42 years. In the last ten years this service has been expanded to include Alaska, Hawaii, and several foreign countries.

Englund Marine, which started as a small marine store on the waterfront at the foot of 15th Street in Astoria, has grown to a chain of five stores with an experienced crew of 18.

In 1946 a branch store in Newport, Oregon, was opened and later sold in 1958. The Ilwaco branch, which opened in 1966, started the chain and in 1975 a store in Westport, Washington was opened. In 1979 Englund Marine purchased a marine supply store in Charleston, Oregon and in 1981 another store was purchased in Crescent City, Calif. Jon Englund joined his father in the firm in 1959 and is now the president of the corporation.

The Colonial Hotel in Seaside was another of the first coastal resort hotels.

41 Years

NEW YORK LIFE

Dale A. Osborn
318-12th 325-5311

With a commitment to serve the people of the North Coast, New York Life has had a resident field underwriter since 1946. Bob Hanson served the area from that time until 1979. Dale A. Osborn opened an office on July 5, 1977. He has been at the present location since Sept. 1983.

New York Life founded in 1845, specializes in various life insurance programs, health insurance, retirement plans, tax shelters, IRAs, and saving plans.

41 Years

C&C AUTO BODY

C&C Auto Body has been an Astoria business since 1945.

Owned by Kenny Heater, and operated by Kenny & his two sons Randy & Jim Heater, C&C Auto Body specializes in superb quality work & can brag of having a clientele that dates back many years.

Kenny has over 36 years experience working on unitized bodies, and he & his sons pride themselves on the fact that they will never put an unsafe car back on the road. They guarantee satisfaction & are anxious to serve you.

1303 EXCHANGE 325-0641

41 Years

ASTORIA AUTOMOTIVE SUPPLY

1044 Marine Drive 325-2411

Our business was started as Sorenson Auto Parts in 1945 by Larry D. Sorenson. The business has been located in several different buildings on Marine Drive since then, but has been at the present location since 1974. In 1979 Mr. Sorenson sold to Al Sorkki and Richard Riutta and the business was known as Astoria Auto Parts. In March 1984 the business was purchased by Dave and Karen Johnson and is now Astoria Automotive Supply.

We carry NAPA's high quality replacement parts, together with RV and 4x4 parts and accessories and have machine shop service. We are committed to having the part you need when you need it.

Open 8:00-5:30 weekdays and 8:00-5:00 Saturdays to serve you.

40 Years

HAUER'S CYCLERY & LOCKSMITH

1606 Marine Dr., Astoria
325-7334

Celebrating its 40th Anniversary this year, Hauer's Cyclery & Locksmith, a family owned business looks forward to continued service to north coast residents.

The firm was founded on June 15, 1946 by Ed and George Hauer, brothers. Located at 10th Street behind the old Astorian Budget building, they carried bicycles, lawn mowers and Harley Davidson motorcycles.

In 1950 the company moved to 1180 Marine Drive and bought out the Columbia Fire Co. and took over the fire extinguisher line.

When sons Ed and Stan returned from the service in August, 1972, the firm expanded and moved to 289 7th Street, again carrying bicycles and lawn mowers. The sons & father formed a partnership known as Hauer's Cyclery.

In June of 1975 they moved to their present location and now specialize in alarm systems, safes, locksmithing, Schwinn bicycles, Toro lawnmowers, chain saws and garden equipment.

The last Clatsop Indian who died in 1905. She was 103 years old.

40 Years

40 Years of Professional, Courteous Service

MAKI INSURANCE INC.

401 Ave. A - Seaside

The insurance company which handles all types of insurance including home, auto, business, health & life was founded in 1946 by John Sturm. it was located in the Cannon Building on Broadway (currently the parking lot of Coast to Coast and Kerwin Drug). The business was then known as the Sturm Insurance Agency. Michael A. Maki joined Mr. Sturm in 1961. The agency was incorporated in 1970 and the name changed to Maki Insurance, Inc. The stock owners at that time were Michael A. Maki & Ralph L. Dichter. Jerry L. Alderman became the third stockholder in 1977.

The insurance agency moved in 1971 to its present location when they purchased the then Tewksbury Agency at 401 Ave. A., Seaside. (John Sturm, past president of the Independent Agents Association of Oregon, died in 1962.)

738-8366 or 325-3176

40 Years

ASTORIA AUTO WRECKING & RADIATOR REPAIR

850 & 855 HWY. 101

Astoria Auto Wrecking (325-3782) was founded approx. 40 years ago. Today owned and operated by Chuck & Betty Gleason. The Astoria Radiator Shop (325-3782) across the street is now owned by Ray Lunsford who's been there since 1972, who rebuilds and repairs radiators, new and used, commercial and industrial heater cores and heat exchangers.

Next to the Radiator Shop, also part of the business, is the Astoria Transmission Service (325-2618) operated by Paul Sanders a transmission mechanic with 12 years experience. Last but not least we have the AAA Towing Service. We have recently expanded our fleet to five trucks.

(Complete Service You Can Rely On)

40 Years

Bell Buoy Crab Co.
HIGHWAY 101 - SEASIDE

1800 S. Holladay, Seaside

Bell Buoy Crab Co. was started in 1946 by three brothers, Clarence, Henry, and Oswald Sigurdson. Construction started on January 1 and was finished the 19th of June.

The company owned and operated its own crab boats up until 1980 when they were sold and all live crabs were then purchased.

The plant processes crabs, razor clams, salmon, sturgeon, etc., fresh smoked and canned. Wholesale and retail.

After the retirement of Henry, and Oswald and Clarence's semi-retirement, Mervin Smith was made manager and Oswald's son Roy, assistant manager.

On Jan. 1, 1986 Mervin Smith retired making Roy the new manager. At the present time, Clarence is President, Oswald Vice President and Roy Secretary Treasurer.

40 Years

PALO'S DEPARTMENT STORE

In April 1946, Elmer & Ellen Palo established Palo's in West Astoria. The business was moved across the street in 1960 to its present location in the Suomi Hall Building.

John & Roberta Palo purchased the business in September 1970. They expanded the store to its present size in 1978.

Palo's specializes in name brand clothing such as Pendleton, Woolrich, Levi, Lee & Carhartt. They carry Mens, Boys, Womens, Jrs. & Shoes.

325-1952
248 W. Marine Dr., Astoria

39 Years

Dairy Queen®

Owens and Marie Lawrence founded the Dairy Queen in 1947. They sold it to their Daughter and Son-in-law Rod and Betty Palo in 1967. The building was remodeled in 1972. In October, 1973 Dave and Jill Bodway purchased the business. In December, 1985, Dave & Jill tore down the old drive-in and rebuilt a modern facility featuring seating for 80 people and a drive thru system.

325-1802
843 W. Marine Dr., Astoria

38 Years

CITY TRANSFER AND STORAGE COMPANY

1152 Marine Drive
Astoria

The firm was established in 1948. It was owned & operated by Forrest Vaughn until 1984 when it was purchased by Dick Bartoldus.

We specialize in local moving, nationwide moving, household goods storage, packing, crating, & shipping.

We are agents for Allied Van Lines.

For your moving & storage needs, call 325-4444.

38 Years

JOHN DAY MINI-MART

On Hwy. 30, 1½ miles east of Tongue Point and 100 yards east of boat ramp.
Open 6 a.m.-11 p.m. 7 days a week
325-6156

Mike (Anson) Mowry established the business in 1948, which was known as Mikes Auto Service. Mowry did general mechanical work and operated the service station. In 1953 Mike's Auto Service was remodeled and enlarged to include a small grocery store.

Photo taken July 4th, 1953

In March of 1984 Mildred and Michelle McGee purchased the business, adding numerous fast food and handy to use items such as fishing tackle and bait.

38 Years

COLUMBIA FRUIT AND PRODUCE

598 Bond 325-4045 Astoria

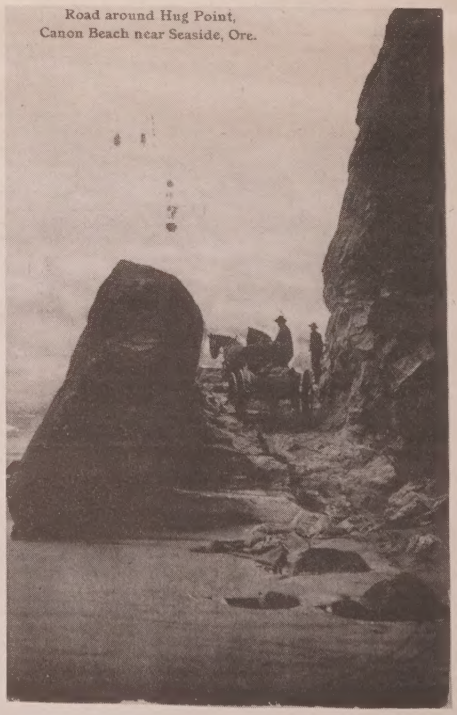
The firm was founded in March, 1948. Owners are Arnold Johnson Sr. and Arnold Johnson Jr.

Present location was purchased from Blitz-Weinhard Company in 1962.

Wholesalers & retailers in fresh fruits & vegetables, the firm was first located in an old house at the foot of 32nd St. in Astoria. Later moved to 2 different warehouses on Pier 2 at the Port Docks.

The Fresh Farmers Market which was added in 1965 is open year 'round enabling you to purchase the freshest possible fruits & vegetables of the season.

Road around Hug Point,
Canon Beach near Seaside, Ore.



Some early pioneers going around Hug Point on the natural stone road.

38 Years

Coast to Coast

We're here to help you

611 Broadway
Seaside

The business was founded in 1948 by Ed Lyman. It has been owned and operated since 1965 by Loraine Sarpola, Bernard Sarpola and Doug Barker. Coast to Coast stores are total Hardware and Do-It-Yourself Centers. They also carry housewares, home decor items, giftwares and many more items for your convenience. An extensive remodeling was done in Fall, 1985.

738-5491

37 Years

Kay-Lynn's

612 Broadway
738-6802

Ms Gentry

317 Broadway
738-6156

Kay Lynn's was opened by Kay Duncan in Seaside in the Riverside Building in 1949. Kay Lynn's moved to its present location in 1955.

In 1970, the store was enlarged to double its original size.

Kay Lynn's has always offered sportswear and lingere. They feature quality dresses, coats and fashion accessories.

The staff at Kay Lynn's is eager to serve you, and has over 50 years experience with the shop.

The Ms. Gentry store was purchased in 1974 and features high-quality, contemporary sportswear, lingerie, and accessories.

37 Years

MADDOX DANCE STUDIO

224 Astor Bldg., Astoria 325-3961

Established in 1949, Maddox Dance Studio, focuses on precise classical ballet training and through the development of many fine dances has built an excellent reputation across the country.

Jeanne Maddox Fastabend, the owner and director, is a former professional dancer, and is the producer of both the Miss Oregon and Miss California Pageants. She teaches across the country every summer for teacher conventions; and teaches daily adult ballet classes for Clatsop Community College. Her student company, Little Ballet Theatre, stages the 'Nutcracker' each holiday season; this year funded by the Oregon Arts Commission. Little Ballet Theatre, a nonprofit Scholarship Foundation awards scholarships every year to talented dancers from this area.

37 Years

KAUFMAN'S SPORTS CENTER

1130 Commercial Astoria

The sports center was founded in approximately 1949 by Harry Hoy and was known as Recreation Sport Center located at 523 Commercial. By 1951, William Bill Starnes was associated with Hoy. The name was changed to Sport Center. In 1954 Harvey Pekkala and Henry A. Tooley bought the shop and renamed it to Harv & Al's Sport Center. It moved to 1130 Commercial across the street from its former location. Hank Kaufman bought the shop in 1955 again, renaming it to Kaufman's Sport Center.

Present owners are Jerry and Irene Sommerset who purchased the shop in January 1974. Both grew up in Astoria. Jerry was active in sports in high school, city league basketball, baseball and softball and coached boys baseball for about 10 years. The Sommersets were gone from Astoria for 15 years living in Salem and Portland, coming back to Astoria to purchase the sporting goods store.

37 Years

Lyle's Seaside Floral Garden & Pet Center

725 Ave. J Seaside
738-5752

Lyle's Seaside Floral, Garden & Pet Center is located across from Thriftway on Ave. J.

Lyle Ordway started the business with a feed store located near Seaside High School.

The Floral Shop provides complete floral service including FTD Wire Service and also handles silk arrangements and blooming and foliage plants.

The Garden Center carries nursery stock, garden supplies, and bedding plants. It also still sells feed.

The Pet Shop sells birds, fish, small animals and reptiles along with a complete selection of pet supplies and food.

Lyle's is owned by Cecil and Evelyn Beisner.

35 Years

CUSTARD KING

ICE CREAM
Homemade
50 Varieties
HARD & SOFT TOO

- Cones
- Pints
- Quarts
- ½ Gal.

HOME OF THE
KING & SUPER KING BURGER

CUSTARD KING

1597 Commercial Astoria
325-6372

Custard King was established in 1951 by Don Jossy. Jossy sold the fast food restaurant to Max and Roma Bigby. In 1963 the Bigby's sold to Hazel Hamilton and Helga Johnson. In 1965 Custard King was purchased by Grover Utzinger. Lois Ahola and Florine Forseth owned and operated the restaurant for 10 years, selling to Eunice Baily and Lillie McGuire in July of 1979.

Today the fast food restaurant is owned by Ross & Eunice Bailey and is known as the 'Home of the Super Burger, King Burger, & Baby King' and 'Homemade Ice Cream'. There are 48 tempting flavors. Also available - shakes, fries, onion rings and more.

Open 7 days a week
Mon.-Thurs. 10 a.m.-11 p.m.
Fri.-Sat. 10 a.m.-12 Midnight
Sun. 11 a.m.-10 p.m.

35 Years

ASTORIA JANITOR & PAPER SUPPLY

1055 Marine Drive
Astoria

The business was founded in 1951 by George Hediger. We are a Wholesale Janitor and Paper Supply company and also carry a fine line of Paint and Wallpaper.

325-6362

Benjamin Moore PAINTS

35 Years

NORTHWEST PROPELLER & MACHINE WORKS

421 Industry Astoria

Norman Junes could well be called an inventor. He has several patents on his successful creations and they are selling well. His firm started in 1951 under his ownership and has since expanded to eight employees including sons Warren & Bradley.

Tuna pullers, anchor winches, crab blocks and logging equipment of superior quality are just a few of his projects.

His firm pioneered hydraulics in the fishing industry and installed the first hydraulic system in a crab boat. Northwest Propeller and Machine Works can assist you with any machine project or welding chore from engineering to final product including aluminum fabrication.

34 Years

JOHNSON DRUG STORE

48 SE Harbor Dr., Warrenton
861-2277

Originally Wilson Drug. Purchased by Earl Johnson in July, 1952. Myron Beals purchased the store in 1978 and sold it to Nelson Taylor in 1984.

Johnson Drug moved to its present location in 1962.

Our most important department is prescriptions. We offer prompt courteous service, patient profiles, senior citizen discounts, year end tax records and generic drugs.

Johnson Drug offers full lines of cosmetics, toys, stationary and school supplies, drugs, cards, gifts, cameras and camera supplies plus film processing.

34 Years

DELS OK TIRE STORE

65 Highway 101 Astoria

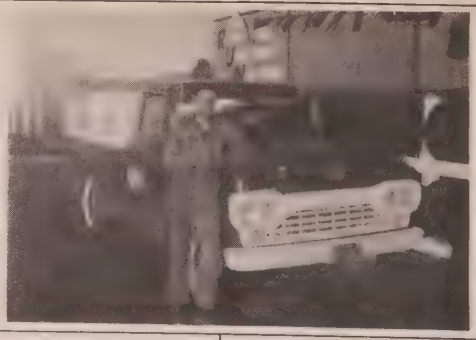
Del Thompson began working for OK Tire company in 1952. He purchased the business in 1962, and it is now managed by Del's son, Klyde Thompson.

In 1969, the tire store moved from 480 Hwy. 101 (the present location of Astoria Steel), to 65 Hwy. 101.

Quality names like Michelin, Bridgestone, and Daytona are only a few of the national name brand tires available at competitive prices.

Store hours are Monday thru Friday, 8-6; Saturday, 8-4; closed Sunday.

325-2861



33 Years

Hunt's

HOME FURNISHINGS
1535 Commercial, Astoria
325-4947

The business was founded in 1953 by Bill Hunt in Svensen, Oregon selling and servicing TV's and appliances. In 1961 it was moved to Third and Marine Drive, and then again in 1967 to a larger location at 11th and Exchange. Upholstered goods were added to the business in 1972, making it a complete home furnishings store. In November 1984, the business moved to its new and larger location at 1535 Commercial, previous location of Astoria Public Market.

Hunt's is Clatsop County's largest home furnishings, TV, video, stereo, and appliance dealer and features Astoria's largest and most complete home appliance, TV, and electronics service center.

Owner-managers are Michael Brownlie and Pete Parson.

32 Years

DROP ANCHOR

11 W. Marine Dr. Astoria

The Drop Anchor Restaurant, formerly the Halfway House, has offered fine dining in the Lower Columbia Area for over 30 years.

Presently owned and operated by Robert and Gloria Shane, the tradition of Home Style Cooking served in a warm & cozy atmosphere continues today.

Open at 4 p.m., Tues.-Sat. 12 Noon Sunday.

325-3031

31 Years

Frandsen's Jewelry, Inc.

606 Broadway, Seaside

Delbert Moore opened the business in 1955 as Del Moore's Jewelry. The store was purchased in 1961 by Dale and Shirley Frandsen.

The store was enlarged in 1972 to provide a more open display area and 50% more floor space.

Frandsen's carries a wide selection of fine gifts including jewelry, watches, clocks and hand-cut crystal.

Bud and Jean Ter Har and their sons Pete, left, and Jeff, not pictured, have seen their business grow vastly.

Seaside's Ter Har family found success with right idea, right time, right place and plenty of

Hard work

Pete Ter Har has helped bring modern equipment into the 80-year-old building.

Story and photos
By BEN WINTON

SEASIDE — Downtown Seaside isn't the place it used to be.

It has taken on a new look and a lot of new businesses, and today, only a few merchants on the main business street — Broadway — can remember what the popular tourist spot was like three decades ago.

One of them is Bud Ter Har.

In 1951, he and his wife, Jean, ended a four-year career as traveling gift, stationary and jewelry salespeople to buy what was then an aging storefront at 27 Broadway.

Then, the building encompassed a gift shop, apartment complex and hotel. It stayed that way for seven years, during which the couple lived behind the store and pondered their business strategy, according to Bud Ter Har.

They finally decided on a women's clothing store aimed at tourists who drove over from Portland for a day on the beach during the summer.

Today, it's a 6,500-square-foot, family-operated clothing store in the same location, and the store carries the latest in fashions for men, women and children.

During the peak tourist months of July and August, as many as 20 people work at the Seaside store, Bud Ter Har says.

And there's one big difference. "More local people shop here now," he says.

IT WASN'T ALWAYS that way. In about 1906, the current structure housed a small gift shop and hotel. It was called Merriman's, according to Bud Ter Har.

Bud and Jean Ter Har are the third owners of the building. Before they purchased it, the building was owned by Emma Carroll, who also operated it as a gift shop and hotel.

Bud and Jean Ter Har have been in business in Seaside for more than three decades.

When more hotels moved into town in the 1950s, the smaller motel and hotel operators faced a choice of either expanding or going out of business, Bud Ter Har says.

The Ter Hars chose to pursue the one business they thought would attract tourists' fancy.

And after 35 years, the pair say, they are now reaping the rewards of a successful business venture.

Bud Ter Har said he retired in February 1985 and spends most of his time now acting as a consultant and overseer to the principal operators — his sons, Jeff Ter Har, 29, and Pete Ter Har, 33.

"I feel they learn by doing. While I'm still alive, I want to see the business done right," Bud Ter Har says.

Mrs. Ter Har still manages the wholesale buying end of the business.

Two years ago, when the Ter Hars expanded with the purchase of a building next door, at 29 Broadway, a men's clothing section was added. It was called PJ's. Since then, PJ's has merged with the rest of the store, a line of children's clothing has been added. The store is just called Ter Har's now.

SUCCESS SEEMS TO have come along with the historic site. Though the Ter Hars won't say what their revenues have been in recent years, they will say that they've been extremely successful.

In 1977, the Ter Hars opened an Astoria store at 943 Commercial St. Three years ago, they moved it to a larger store at 1117 Commercial St. Jeff Ter Har manages it.

Expansion has been rapid. Two years ago, the family also purchased a complex of eight store fronts at the northwestern corner of Broadway and Columbia Street, remodeled it into a Victorian square, painted it bright yellow and leased store space to other merchants.

Modernization is taking place in the 80-year-old building that houses the original store, too. A fully computerized pricing and bookkeeping system went on line last year, Pete Ter Har said.

That's all fine for Bud and Jean Ter Har, who are actively preparing for retirement.

"I'm trying to retire, manage the property, play golf and spoil the grandchildren," Bud Ter Har said.

Meanwhile, their sons are looking towards more expansion. "We'd like to build another store," Pete Ter Har said.

UNDOUBTEDLY, THAT WILL happen soon, according to their father. "They've got growing pains. I feel it's time," he said, as he put his arms behind his head and glanced at a bronze golf ball on his desk.

Bud and Mrs. Ter Har met during World War II, while they were attending the University of Colorado. He had been preparing for medical school but never finished college. Neither did Mrs. Ter Har, but that hasn't hampered their business success.

They attribute their success to "a lot of hard work."

30 Years

ARDELLE'S BEAUTY SALON/THE LOFT

1235 Commercial
Astoria

Ardelle's Beauty Salon opened May; 1956 upstairs in the Astor Bldg. 8 years later it moved downstairs where it remained for 17 years. In 1981 Ardelle's expanded into its present location. Ardelle Phillips is owner of the establishment.

Ardelle's is a full service salon specializing in innovative hair styling, Solana tanning beds and Removatron (painless permanent hair removal).

Also featured is The Loft exclusively for men's hair styling.

325-2541

26 Years

MARY LAIRD'S CUSTOM DRAPERIES

Rt. 3, Box 196 Astoria

The business was established in October, 1960 by owner Mary Laird.

Since its founding, the business has grown to include along with custom draperies, shades & screens of all types, vertical and horizontal Levelors, bedspreads, decorator & plain rods, woven woods and all types of louvre shutters.

Mary also does dry cleaning of draperies, bedspreads and shears.

All samples are available in Mary's van and a phone call will bring her to the customer's door & estimates are free.

325-2574

25 Years

HOYER'S SALES AND SERVICE

1625 N. Roosevelt
Seaside

The business was started in December, 1961 by Dave Hoyer. The business offers sales and service for chain saws which include Stihl, Homelite and McCulloch and Johnson outboard motors. They also carry Snapper lawnmowers and related items.

The mechanics at Hoyer's have over 60 years experience in small motor repair. The shop also does welding and bar repairs.

Hours are 9-6 weekdays, 9-5 Saturdays.

At Hoyer's, they service what they sell and repair the rest.

25 Years

Bob and Mary Anne Poole opened the original Pig 'N Pancake in Seaside in 1961. The original restaurant was open from 6 a.m.-2 p.m. only. Later, a dinner menu was added because of demand.

The Astoria Restaurant opened in 1967, and is open 24 hours year-round.

Pig 'N Pancake serves 35 breakfast varieties, most from scratch.

The Astoria Restaurant was remodeled recently. Soon, the Seaside location will be, too.

Watch for weekly dinner specials!

PIG'N PANCAKE

SEASIDE
323 Broadway 738-7243

ASTORIA
146 W Bond 325-3144

23 Years

LITTLE DENMARK GIFT & COFFEE SHOP

125 Ninth Street 325-2409

Little Denmark, operated by its owner, Ellen Madsen, a native of Denmark. Ellen came to Astoria in Sept., 1963 & opened a small gift shop on 12th St. next to the skating rink. After several moves, in March of 1975 she moved to her present location and opened a coffeeshop.

Now the restaurant offers full luncheons, featuring traditional Scandinavian food, imported beer and wine. Open-face sandwiches, Danish pastry and rye bread to go is made daily.

In 1980 was added "The Viking Room", comfortable for meetings or family parties, it can accommodate 30-35 persons for dinner or smorgasbord, by reservation only.

23 Years

Left to Right: Herb Olson, Chris Salfen, Jan Mead, Debra Mead, Joan Adams, Joe Seganos II and Carl Mead.

MEAD INTERIORS, INC.

1139 Exchange, Astoria 325-0701

Founded April 16, 1963 at 2905 Marine Drive. They moved to their present location Feb. 1, 1964. The owners, Carl and Jan Mead offer the best in home decorating Traditional or Contemporary, Custom furniture or reupholstery of your favorite or antique pieces. Wall to Wall, area carpets — floor vinyl, tile floors or combinations. Unique & traditional window treatments suited to your personal lifestyle. Meads now manufactures a new line of furniture.

22 Years

HONDA-YAMAHA OF ASTORIA

2264 Marine Dr.

325-6382

L. to R. Brian, Nancy, Tod, Jerry

The firm was founded in 1964 by Dick Sadler and was located at 16th & Marine Drive in Astoria. In 1967, Lloyd & Milton Satterlee purchased the Honda Motorcycle Shop. In 1970, Paul Satterlee bought Lloyd's share of the business.

In 1979 Tod & Nancy Dressel purchased the business when it was located at 545 Hamburg. In April of 1984 they began building their new store, and on August 7, 1984 they moved into the new building which is located at 2264 Marine Dr.

They carry a complete line of motorcycles, ATC's, lawn mowers, outboard motors, accessories, parts, scooters, and also have a service department to handle all your mechanical needs.

21 Years

Beutelschies and Associates, Inc.

Licensed Tax Consultants

Serving Clatsop County Since 1977
325-6346
98 10th St., Astoria
Home Office Serving Portland Since 1965
255-4233
11679 N.E. Gleason
Portland

Member of Association of Tax Consultants

21 Years

WARRENTON DEEP SEA

45 NE Harbor Place
861-3911 or 861-1233

Fresh Seafoods
Custom Canning
Custom Smoking
Charter Service
(In season)

Always The Friendliest Service

21 Years

THE LOGGER

Founded in 1965 and locally renowned for the Logger Burger, the Logger Restaurant & Lounge, 13 miles east of Astoria, is owned by Dick & Georgia Oja, both natives of the Knappa-Svensen area.

Long famous for the Logger Burger, The Logger is fast gaining a reputation for excellent seafood. The Logger is open every day. Breakfast is served 6 a.m.-Noon. Lunch & Dinners are available 6 a.m.-1 a.m.

458-6886
13 miles east of Astoria

THE LOGGER
HWY. 30 KNAPPA 458-6886

21 Years

SEA TRADER GIFT SHOP

415 Broadway
Seaside

Paul and Aurora Jones opened the Sea Trader in 1965 after renovating the old Broadway Billiards Building.

Wide variety of quality giftwares reasonably priced. Collector Plates, Bells, Thimbles, Music Boxes, Dolls, Imports, Jewelry, Shells, Souvenirs, etc. Mail orders. Layaways.

738-7981
"As Usual - The Unusual"

19 Years

WAUNA FEDERAL CREDIT UNION

Main Office Westport, Oregon
Branches 100 Columbia, Astoria
Grannis Square, Clatskanie
325-1044, 455-2247, 728-4321

Wauna Federal Credit Union was originally chartered in 1967 to service the Wauna millsite of the Crown Zellerbach Corporation. The Charter was changed to allow community membership in 1973 and a merger with the Astoria Longshoremens Credit Union in 1978 further increased the membership base until in 1986 the total assets exceeded 18 million dollars.

Russ Schaffran of Clatskanie has been the Manager since 1976 and under his direction the Credit Union has become a full service financial institution, offering many savings plans Share Draft (checking), loans and even Visa Cards.

The Wauna Federal Credit Union has a Main Office in Westport, Oregon and Branch Offices at 100 Columbia St in Astoria and in Grannis Square Mall in Clatskanie

19 Years

Somers, Grove & Co., Inc.

INVESTMENT SECURITIES
927 Marine Drive, Astoria

Somers, Grove & Co., established a branch office in Astoria back in 1974 when Peter Cosovich joined the firm.

The investment firm had been servicing the local community's investment needs for 12 years.

Currently the office is managed by Astoria native Mark Hedeen who was recently joined by Dan Stucki of Longbeach.

325-4363

19 Years

ROGERS' T.V.

295 W. Marine Dr. 325-0645

Rogers' T.V. Service was established in 1967 by Edward J. Rogers after 14 years with Radio Service Co. They moved to 254 9th in 1968 and added Sales to Service.

In 1971 they moved to 936 Commercial and then to the present location in 1978.

The store specializes only in Electronic Sales and Service. They merchandise quality TVs, stereos and VCRs.

19 Years

PLYWOOD PANEL SHOP

2240 Commercial
Astoria

The Astoria Plywood Corporation opened the Plywood Panel Shop on February 25, 1967 to be a local retail outlet for the plywood made at the mill. Since then, they have expanded inventory to include all sizes of dimensional lumber, hardwood lumber, hardwood plywood, insulation, nails, stains, adhesives, doors, moldings and some hardware items.

They like to be known as the "Do-it-yourself-helper."

325-5389

18 Years

ROYS MAYTAG HOME APPLIANCE CENTER

129 W. Bond, Astoria 325-7815

The firm was established in 1968 by Roy and Gertrude Kinnunen and located at 254 9th St Astoria. Roy has had 42 years experience in repair of home appliances

In 1975 they moved to their present location which shares the same building with the Self Service Coin Laundry

The firm carries Maytag Appliances, Washers, Dryers, Dishwashers, Disposals Ranges & Microwaves

Roys Maytag offers service repair to other brands of appliances also

MAYTAG

17 Years

TOYOTA OF ASTORIA

See Full Page Ad On Back Page

16 Years

MICHAEL'S ANTIQUES
and art gallery

"Astoria's Fourth Museum" was established in 1970 near the corner of 12th and Commercial. In 1974 it was moved to its present location on Marine Dr.

Michael's offers a delightful assortment of antiques and collectables and welcomes browsers. In August of 1985 the gallery opened featuring Oregon and Northwest artists.

1007 Marine Dr. 325-2350

16 Years

FIDDLER'S GREEN
218 W. Marine Drive
'Neath the Bridge in Uniontown

Fine dining in an Olde World atmosphere. Full service bar, selected wine list, draught beer, non-spirited specialties.

Brunch, omelettes and stir frys are now included for lunch. Exciting desserts are featured daily.

Unique house specialties are offered to our evening diners.

There is always a warm, cozy fire burning, an inviting piano bar to sing along with and a relaxing atmosphere.

Open Tuesday-Saturday
Offering the finest foods
Samm Angus your hostess.

15 Years

MARCELLA'S CHRISTIAN SUPPLY
1153 Commercial 325-5948

Opened in 1971 in her home as Antiques & Collectables. In May 1975, Marcella Lindsey opened a store on 10th Street in Astoria and added Cake Decorette Supplies and Christian Supplies.

In 1976 the store moved to 1145 Commercial and continued expanding cake crafts & Christian Supplies and in 1978 moved to the present location at 1153 Commercial and changed the name to Marcella's Christian Supply

In 1981 the Cake Decorette was moved back to 1145 Commercial and in March 1983 was sold to John & Irma Ewen.

Since then Marcella's carries a full line of Christian Supplies, Jewelry, Records & Tapes, Music, Books, Bibles and gives very good service to the churches in the community and also services Sunday School & V.B.S. needs of the Churches. Thank each one of you for your support all these years and the love you have shown me.

15 Years

DONNA'S HAIR FASHIONS
Rt. 4, Box 290, Knappa
458-6939

With the aid of the Manpower Development & Training Act, Donna Kelly Karns graduated from beauty college in 1970.

In Aug. 1971 Donna opened her business in her home specializing in Family Hair Styling, Barbering and Cosmetology.

Today she remains in the same location giving personalized service to many customers.

15 Years

HENDRIKSEN OIL
632 W. Marine Dr.

Harold Hendriksen founded Hendriksen Oil in 1971. He'd worked in the fuel business most of his life, aside from time spent as a commercial fisherman.

Hendriksen Oil is an independent distributor, filling the needs of two marinas, service stations and their many heating oil customers. They also provide a complete furnace service.

Harold Hendriksen operates the business with the help of employees Bob Harris and Terry (Butch) Gallager.

15 Years

HOMER & JIM'S WARRENTON TUNE-UP & MUFFLER SHOP
326 S.E. Main
Warrenton

The business was started in November of 1978 by Homer Cook, formerly with Portway Texaco for 7 years. Jim Oja joined Homer that same year, bringing another 12 years of experience to the shop.

Jim is now sole owner and specializes in Walker Exhaust Systems, tune-ups and engine repair, and has just become the local Mercury Marine & Mercruiser dealer.

The goal of Homer & Jim's is to offer the customer the best service for the lowest possible price.

14 Years

ASTORIA RADIATOR SERVICE
857 Hwy. 101 Alt.
325-1253

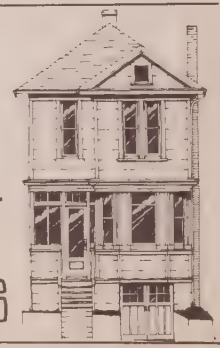
Clatsop County's Oldest Complete Radiator Repair Facility.

Began in 1972 by Maxine and Carl Donowho. Chuck Gleason and Ray Lunsford bought the business in 1973. Ray is sole owner today.

Astoria Radiator Service Repairs everything from automotive heaters to yarder radiators. They have a good line of used and reconditioned radiators.

We have recently added a mobile steam cleaning service.
(Power washer)

14 Years



Dayman
EDWARDS

14 Years

CLATSOP DISTRIBUTING CO.
355 33rd Street Astoria 325-0721
Larry Perkins, owner/manager

Budweiser
BUD LIGHT
MICHELOB
MICHELOB Light
MICHELOB Classic DARK

Larry, Gerald and Al Perkins purchased the beer distributorship from Bob Isom in 1971. In 1978 they purchased B&D Distributing in Hoquiam, Wash. Larry took control of Clatsop Distributing, Jerry went to Washington to take over B&D and Al retired.

Clatsop Distributing Co. employs 3 driver-salesmen, 1 sales manager, 1 office employee and local college students in the summer.

We have just completed a major expansion to the warehouse which now gives us 14,000 square feet.

Serving Clatsop County, we distribute Anheuser-Busch Products: Budweiser, Bud Light, Natural Light, Michelob, Michelob Light, Rainier, Lucky Lager and wines: Ste. Michelle (Wash.), also Oak Knoll, Tualatin Vineyards, Hinman and Shafer Oregon wines, Blue Nun (German), Riunite (Italian) Chas Krug, Robert Mondavi, Geyser Peak (Calif.), and Canandaigua (New York). We now have expanded to bottled waters, New York seltzer, Hansens and Eagle Snacks, a snack food line.

Rainier
LA
Lucky Lager

14 Years

SUNDIAL TRAVEL SERVICE

Sundial Travel Service started at 600 Broadway No. 4 on May 15, 1972, then as now offering the best in travel plans. We promote travel for the North Oregon Coast. Sundial sells airline tickets (domestic & international), tours inbound and outbound, hotel & car reservations, Amtrak and group travel. We are also cruise specialists. Sundial was the 1st computerized agency on the North Coast and also first to have boarding passes for our clients.

In 1972 we started Sundial Special Vacations for the developmentally disabled. In 1976 we opened a branch in Astoria and again in 1981 another was opened in Tillamook. Our membership in A.S.T.A. and the Riverside Group enables our clients to receive low special rates.

We are always striving to improve our service to our clients.

1020 Duane, Astoria, 325-4484
600 Broadway #4, Seaside, 738-3324
1904 3rd Ave., Tillamook

14 Years

Dave Dickson Realty

The Realty, now the oldest real estate office in Astoria, was established in July 1971, starting as a one man operation. Today, we have a staff of nine persons to serve you.

In 1977, we joined the Nationwide Homes for Living Network to provide you with unique realty service. This enables us to be a local firm while offering a national service.

"The Professionals Who Offer Personal Service"
DAVE DICKSON REALTY
2737 Marine Drive
Astoria

14 Years

Karen Beauchamp, Owner
8 Years In The Business - Purchased Daisy Floral In 1983.

Daisy Floral
SINCE 1972

The Fresh Idea Florist
SERVING ASTORIA, WARRENTON, HAMMOND, GEARHART, SEASIDE, CANNON BEACH

WE DELIVER
Offering Flowers, Plants, Balloons, etc.
861-1453
315 SW Main Warrenton

13 Years

FABRICLAND
1161 COMMERCIAL
Astoria, 325-3377

"The most complete fabric stores in the Northwest"

The current Fabricland opened for business in Astoria in April of 1973 as Fabric Wholesalers, a member of an eleven store chain selling basic fabrics & a full line of notions and yarn.

By 1982, the chain had grown to 32 stores which were renamed Fabricland, a retail division of Fabric Wholesalers. The headquarters is in Portland. There are now 55 Fabricland stores.

The local Fabricland has expanded to double its previous size at the present location at 1161 Commercial.

They continue to carry a large assortment of all fabrics & yarns & have just recently included in their inventory wool & wool blend yarns.

13 Years

The Gift Galleon

The Galleon of Astoria originally located in 1973 at 339 12th St. featured luggage, leather goods, and some gifts.

In 1980 they moved to their present location adding specialty gifts for men and women, crystal, woodenware, brass and barware. Services include bridal and personal registry and gift wrapping.

In 1983 a second shop was added in Cannon Beach and the name changed to The Gift Galleon.

325-1010
1116 Commercial, Astoria
182 N. Hemlock
(Cannon Beach Mall)

13 Years

ROBERT MORRIS' OREGON GLASS SERVICE

669 Duane Astoria

Founded in 1973 Robert and Sally Morris have built their business into a full line glass service featuring items like aluminum windows & doors, both single & thermal glazed units, storm windows, skylights, garden windows, shower doors, mirrors, and automotive glass replacement. Specializing in insurance claims.

Mon-Fri 8-5:00 Sat 10-1 p.m.
"One call does it all"
325-2252

13 Years

DAVE LANGLO MASONRY

Rt. 1, Box 130
Seaside

Dave Langlo started his masonry business at his home in 1973. His specialties are installing, remodeling and repairing fireplaces; decorator and commercial work, and all types of brick, block and stone work. Dave also installs block foundations under new or existing structures. The firm employs three full-time people.

The firm which is licensed and bonded will gladly give free estimates for any size job, no matter how large or small.

Phone 738-7632

12 Years

GANNAWAY BROS. JEWELRY

Youngs Bay Plaza

Tim Gannaway opened the store with little more than desire in the summer of 1974. His brother Jim joined him near the end of that year specializing in the creation of custom made jewelry.

Their parents joined them in 1983. They also moved that year from their downtown location to Youngs Bay Plaza. Their new larger store provides a full range of services including repairs, remounting, custom work and appraisals. We also handle a wide range of Fine Jewelry including wedding sets, dinner rings and Black Hills Gold.

12 Years

THE COMMUNITY STORE

1120 Marine Drive, Astoria
325-0027

The Community Store is a co-operative natural & bulk foods grocery located in the Columbia Theatre Building. In addition to numerous bulk food items such as flours, grains, rice, nuts and beans, The Community Store also carries fresh coffee beans, juices, yogurts, spices, honey, tofu, O.G. produce, dairy products, staples and treats.

All shoppers are welcome and discounts are available to members who pay a small annual fee. Additional discounts are provided to members who volunteer a minimum of two hours per week.

12 Years

Still Images

Bill Lind – Photographer

333-10th St., Astoria
325-1340

Still Images was established in February, 1974 with a goal of providing personalized portrait service to the Lower Columbia Area.

We thank you, our customers, for your past support! We pledge to continue to offer the finest portrait photography possible whatever your needs.

11 Years

MEDIX AMBULANCE SERVICE, INC.

P.O. Box 424
240 14th Street
Astoria

In early 1975 Advanced Pre-Hospital care and transport was established by MEDIX in Clatsop County with two Mobile Intensive Care Units and one transfer ambulance stationed in Astoria and Seaside. Within one year, two more vehicles were added to the fleet.

The company is owned by O. David Dickson.

MEDIX is staffed 24 hours a day, 7 days a week with five Oregon State inspected and certified ALS ambulances at Astoria and Seaside stations.

The Emergency Medical Technicians and Paramedics are certified by the Oregon Board of Medical Examiners to perform basic and advanced life support under the Standing Orders of a local physician.

Medix phone for Astoria is 325-3313. Seaside, 738-6373. Call 911 and ask for MEDIX (emergency).

10 Years

NOW SERVING YOU IN OUR NEW LOCATION!

NORTH COAST TRUCK

North Coast Truck Parts and Equipment Company was established on November 1, 1977.

Gene and Linda Holmes, owners, make every effort to fulfill the needs of the trucking industry. They are aided by Al Luukinen who is vastly experienced in the industrial supply and equipment field.

A casual and friendly greeting is offered to every customer, but service and orders are always handled with a sense of urgency.

757 W. Marine Drive 325-3111

10 Years

J & H BOATWORKS INC.

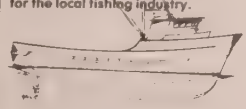
RT. 1, BOX 419 • ASTORIA, OR 97103

Owned and operated by Timothy Hill.

We build steel & aluminum fishing vessels, including 72-ft. "Milky Way" and Mike Haggren's 66-ft. Defiant.

We're developing a new line of aluminum sport vessels (for sport or pleasure) in 18 to 28 ft. range.

We do repair & conversion work for the local fishing industry.



10 Years

ASTORIA PLUMBING INC.

1256 Duane Astoria

The firm was founded in February 1976 by Stan & Nancy Grimberg. It is now managed by Steve White and Nancy Grimberg.

The retail area has been expanded and our stock of plumbing supplies is growing to serve you better now and in the future. We also have a complete line of water heaters in stock.

Commercial, Residential, New Construction, Remodel and Repairs
"Call for free estimate"
Licensed Plumbing Contractor
325-2076

10 Years

JEFF'S DRIVE-IN

3693 Lief Erikson Drive
Astoria

Jeff Wood, a native Oregonian, purchased the Freeze King Drive-in from Harold Symonds November 3, 1976. Since the purchase, extensive remodeling has taken place and the facility now seats 35 to 40 customers.

In the family type atmosphere you can enjoy a wide variety of items including chicken, tacos & delicious hamburgers, chicken sandwiches, all at very reasonable prices. Jeff is well-known for his Friday Special - a 2 for 1 Fish Dinner; Buy 1 at $2.60 and get the 2nd one FREE.

At Jeff's you'll find plenty of free parking, excellent food & fast, friendly service. 325-4240.

THE FINEST LINE OF MEN'S, YOUTHS', AND BOYS'
OVERCOATS AND CLOTHING,
For Fall, and Winter,
At the Lowest Prices in Town.

10 Years

1976 . . . **CLAUS' GERMAN MOTORS** . . . 1986

650 Hwy. 101 Alt., Astoria
325-0294

Claus Gildner, originally from Munich, West Germany, came to Astoria in 1973 to work at the Volkswagen dealership then located on Marine Drive. The fine reputation and following that he gained there enabled him to open Claus' German Motors in July of 1976.

Claus soon expanded his repair of German cars to include repairs of all foreign autos, handling anything from a simple oil & lube to engine rebuilding.

Since 1979, Claus has been offering EPA and DOT conversion services for foreign car importers in Oregon and Washington. Claus' German Motors is still a family run business whose goal has always been "the highest quality work for the lowest possible price".

Looking back over the success of the past 10 years, the residents of this area certainly know this is true.

Claus offers many different customer services such as pick up and delivery, free estimates, loaner car and, since 1985, lifetime lube and oil certificates have been available.

The Ahrens first liner is being installed in this chimney on Youngs River Road. A vibrating metal bell is drawn up through the chimney, forcing the lining material into place. The second liner was installed the following day.

325-0425

5265 ASH ASTORIA, OREGON

Joe Herman masonry has been in Astoria ten years. Recently Joe was selected as the local authorized dealer for Ahrens Chimney Techniques.

Ahrens Chimney Techniques is a two step masonry relining process for chimneys. The first liner strengthens and insulates the existing chimney. The second liner creates a hard, porcelain-like surface which is impervious to acids, moisture, and creosote, the natural enemies of chimneys.

Joe's masonry experience plus the extensive Ahrens training program provides him with the expertise necessary to bring this European technique to the Astoria area.

Call Joe today. He can make your home a safer place for you and your family.

9 Years

Betty's Fashions

The Youngs Bay Plaza store was opened by Lee and Patty Brinson in 1978.

Betty's Fashions is family owned, specializing in women's clothing, featuring name brands and excellent personalized service.

Youngs Bay Plaza
861-1169

9 Years

Mr. Fultano's Family Pizza Parlour

Mr. Fultano's Family Pizza Parlour, formerly the Pizza Vendor, was first opened in Astoria by Bob Fulton in the spring of 1977. Fulton sold the restaurant to his son, Robert, in September, 1983.

Mr. Fultano's offers you the finest in Pizza, Sandwiches and Italian food, as well as an all-you-can-eat salad bar. The crew of Mr. Fultano's strives to give you the best service in Clatsop County, including delivery in the Astoria and Warrenton areas.

Daily luncheon specials are available. Mr. Fultano's is open seven days a week.

620 Olney, Astoria 325-2855

9 Years

PIER 11 MALL

Foot of 10th & 11th St.

Pier 11 Feedstore Restaurant & Lounge located on the waterfront between 10th & 11th in the Pier 11 Mall Complex was originally a freight depot in the 1800s, and in 1977 was remodeled into the present stage.

The firm is owned and operated by Bill & Madonna Pitman. The mall consists of the Feedstore Restaurant & Lounge; Ye Olde Feedstore Deli Kitchen Shoppe - Shell Shoppe; and Columbia Casuals. The upper floors house a lawyers office and offices for the mall businesses.

The Mall offers leisure dining or food to go, kitchen ware, antiques & reproductions, crystal, cards, baskets, stuffed toys, sea shells, nautical brass items and casual dresswear.

In the early 1900's the train tracks from Portland to Astoria paralleled the Columbia River for 100 miles. A round trip ticket cost $4.00 and a one way ticket cost only $2.50.

9 Years

El Mundo LTD for Men

223 N. Hemlock, Cannon Beach

What was formerly El Mundo, Ltd. is now El Mundo, Ltd for Men and El Mundo, Ltd. for Women. Two separate stores chocked full of the same quality natural fiber clothing. Come in and check out our selection of cotton, wool and silk clothing for men of all ages. You'll be pleasantly surprised.

Open Daily 10-6 436-1571

8 Years

JIM'S VACUUM CENTER

1359 Duane, Astoria
325-4269

Jim's Vacuum Center, formerly Kirby Co. of Astoria, was founded in 1978 in its present location. It was remodeled in 1980 by its owner James Van Sickle to service and supply all makes & models of vacuums. Hours are Mon. thru Friday 9:30-5:30 and Saturday 9:30 2:00 for all your vacuum needs no matter what brand you desire or what problem you have. We've only changed our name . . . the same great service is still the same. Come in and let us help you.

8 Years

NAPA WARRENTON AUTO PARTS

296 S. Main 861-2268

Warrenton Auto Parts is a family business owned and operated by the Newtons of Warrenton.

Warrenton Auto Parts has grown well over the years as a full-line NAPA auto parts outlet.

They hope to expand soon.

8 Years

SHALLON WINERY

1598 DUANE STREET
ASTORIA ORE 97103
(503) 325 5978

Shallon Winery is the first winery in the lower Columbia River area Licensed and bonded in 1978 Paul van der Veldt renovated the former Zero Zone building into a specialty winery producing primarily fruit and berry wines identified with the local area

Already producing award-winning wines in a most sanitary environment, the yet-small winery hosts 5,000 visitors a year mostly from large cities and out of state Many guests visit Astoria just to come to the winery and then find added attractions in the surrounding area

Shallon Winery s goal is to grow steadily until all the berries in the lower Columbia region may be utilized by this viable local industry

8 Years

Haydon-Sivers & Sons

Interior Design Center

1428 Commercial • Astoria • 325-5908

Our eighth year was the year of our move . . . to downtown Astoria and expansion to a complete one stop design center

We are pleased to now offer you more browsing room, including our gazebo with 24 full length working blinds and shades You can now try before you buy and match accent pieces to your liking

We also feature window treatments, wallpapers, specialty coordinated fabrics, carpeting and vinyl flooring. Of course we still will carry on our tradition of hanging wallcoverings for you . . . crafted by the expert. Our first interior design consultation is free and with no obligation. Why not call today?

8 Years

I GOT SOAKED AT KUUMA SAAVI SALT & SAUNA HOT TUBS SPAS SAUNAS WORKS EST 1978 AND I LOVE IT!!

2674 Hwy. 101 N., Seaside
738-1719

Kuuma Saavi "Hot Tub" in Finnish

Ken and Kip Luthe started the Kuuma Saavi Works in their Manzanita home. They built a workshop, too

Ken is an Astoria Native. He provides custom installation on all sales.

Kuuma Saavi Works offers Hytec Spas, Finnleo Saunas, Holland House Cedar Spa Enclosures, Tuntori Exercise Equipment, chemicals and accessories

7 Years

B&G SALES & SERVICE CO.

360 Ninth St. Astoria
325-0601

B & G Sales & Service Co. founded in 1979 by Graham & Barbara Westing, specializes in the sales and service of office machines and the supplies for those machines.

In 1984 they became the authorized Xerox sales agent for this area.

B & G also carries information processing suppplies: floppy disks, paper and printer ribbons.

7 Years

R.A.B. BODY REPAIR

865 Hwy. 101 861-3115

Specializing in small dents, painting, windshields.

Backed by 16 years experience.

Owner: Rick Boyer

7 Years

IMMEDIATE DENTURE SERVICE

154 Wahanna Rd., Seaside
738-9652

Immediate Denture Service has been serving the coast since Jan. of 79, coming to Seaside when the controversy over denturism was at its peak. I became the third licensed denturist to practice in the U.S. independent of the dentist profession.

The practice now has grown to include Salem, Tillamook and Rainier, Oregon. We have serviced and fitted thousands of individuals.

Our only goal is to constantly find more ways to improve our product and services.

William Foufas

6 Years

PAPERBACK TRAFFIC

1361 Duane, Astoria
325-4642

Paperback Traffic originally opened in Dec. 1980 under a different name, current owner, Gehlen Palmer, purchased it in August of 1981. We sell and trade quality used paperback books, a small selection of hardback books. All books are sold or traded at half the original cover price. Credit is given on books brought in. When trading, there is a 15' service charge for all books taken off shelf.

We have thousands of titles to choose from in fiction, non-fiction, science fiction, historical, gothic, romance, western and mystery.

6 Years

LOYDS FLOWERS AND MORE

1390 Duane St.
325-7030

Loyds Flowers and More, owned and operated by Loyd & Pat Thompson started Sept. 1 1980

The full service floral shop provides flowers and services for all occasions, including weddings, funerals, anniversary, birthday hospital stay & births

The shop also carries balloons, packaged candy, and a line of giftware and baskets. A large selection of green plants and silk flower arrangements are always available

Loyd is a member of the American Institute of Floral Designers with 23 years of design experience

The shop provides friendly, courteous service 9 30-5 00 Mon -Sat

6 Years

HOLIDAY TREE

Heritage Square - Seaside

Originally on Beach Drive, Kathleen Brownell moved Holiday Tree to Heritage Square last summer

Holiday Tree offers the North Coast s Largest Selection of Doll House Miniatures, over 560 different cookie cutter designs, and ornaments and related items for all h olidays

Holiday Tree also has a baby and children's specialty area

6 Years

NORTH COAST HAIRCUTTERS

Foot of 14th 325-1052

— Vicki Howe —

Specializing in Mens & Womens Haircuts and Perms.

Over 14 years experience in this field.

Early swimmers in Seaside holding on to a lifeline.

An early Astoria bus filled with anxious shoppers.

6 Years

SOPKO WELDING

841 24th Street Seaside 738-9505

Joe Sopko founded Sopko Welding in 1980. He moved the operation to its present shop in 1983.

Sopko Welding is a fabrication, welding and machine shop. They do sandblasting, portable welding, heavy equipment repair, and truck repair. Their new 71-ton mechanical press can knotch, punch, and shear steel.

Sopko Welding stocks custom-made truck racks, trailer hitches.

They're open Saturdays.

6 Years

Bob Berg's

IMPORT AUTO CENTER

Downtown Seaside 738-8883

Since May 1980, Bob Berg has been providing parts and repair service for imported vehicles. Located in a historic building near the heart of downtown Seaside is Import Auto Center. An amazing assortment of parts is on hand: windshields, tachometers, carburetors, alternators, tires, clocks, foglights, cylinder heads, and more. Gary Brownrigg, parts manager, has parts you need. Call him today and ask. The service department utilizes up to date diagnostic technology and tooling. "We do it right," says Berg.

5½ Years

KING SALMON LODGE

P.O. Box 541
Westport, Ore.
455-2400

Willie DeVries, opened the King Salmon Lodge Bed & Breakfast in November of 1980.

The lodge is a historic building on Plympton Creek, midway between Highway 30 and the ferry landing.

Bed and Breakfast is available year round, lunches in the summer, and Sunday Brunch starting again March 9.

We also offer catering for weddings and special events.

5 Years

Stylemasters College of Barbering & Hair Design

1139 Commercial, Astoria

Stylemasters College celebrates its 5th anniversary this month. Our competency-based graduation standards allow gifted students to progress quickly through the training. Stylemasters graduates are working all over the Northwest. Many own their own businesses.

A special thanks goes to all our customers for providing the students with the opportunity to practice their skills.

325-1312

5 Years

BALLOONATIKS

1310 Duane Astoria

A fun and unique delivery service was introduced into Clatsop County on May 1, 1981.

Balloon bunches carrying love and happiness to brighten someone's day!

The shop carries one of the largest balloon selections in the Northwest. Also included are many special gift items. We decorate and deliver for all occasions.

Hours: Mon.-Sat. 10-5
325-7064
"Inflation Is Our Business"

5 Years

EDWARD D. JONES & CO.

U.S. Post Office, Room 121
Astoria, OR 97103
503-325-7991

Edward D. Jones & Co. is now the nation's largest investment firm by number of offices, with 800 offices in 33 states and 900 registered representatives. Founded by Edward D. Jones Sr. in 1922, as a conventional St. Louis investment firm, the company merged in 1943 with Whittacker & Co. whose history dated back to 1871

Jones' motto is "Bring Wall Street to Main Street, USA." The offices are usually manned by one representative in towns between 10 and 30,000 population. The company has a conservative philosophy, its representatives live in the communities that they service, and as local representative George House says, "It's my client's money, but my reputation."

Edward D. Jones & Co. is a member New York Stock Exchange and SIPC

5 Years

Barry Sears, D.C.
Ann Goldeen, D.C.

SUNRISE CHIROPRACTIC CENTER

Sunrise Chiropractic Center was founded in 1981 by Doctors Barry Sears and Ann Goldeen, husband and wife chiropractic physicians. They are 1980 graduates of Western States Chiropractic College.

Sunrise Chiropractic Center endeavors to treat the whole person providing a broad array of natural health care including massage, manipulation, physical therapy, nutritional and wellness counseling, physical examinations, gynecology, and providing second opinions.

Work and auto injuries are fully covered. Chiropractic care is covered by most group insurance policies.

375 11th St., Astoria 325-3311

5 Years

SZENDERS MENS STORE

943 Commercial, Astoria
325-7540

In 1981 Laszlo Szender started a Quality Men's Store on Commercial Street in Astoria. The store is located at 943 Commercial Street and offers the customer 30 years professional tailoring experience acquired in Aberdeen, Washington. The store also offers a wide variety of men's clothing, including sport jackets, suits, sweaters, leather jackets, hats, jeans, corduroy pants, dress slacks, dress shirts, ties and much, much more.

5 Years

SUNBURST REALTY, INC

3329 Leif Erickson Drive
Astoria 325-3166

Sunburst Realty Incorporated on May 5, 1981, and merged with Lower Columbia Homes on May 1, 1982.

Sharon Rutherford is the broker. She and her husband Stan operate the business

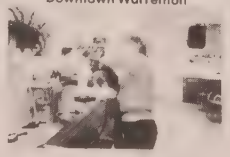
The professional staff includes: Vic Kee 325-3967; John Korff 325-6316, Marsha Stone 458-6781, Hazel Dickinson 325-5618; Marilyn Durham 325-7714; Jim Clark 325-2410; Jan Stewart 325-1310; Ken Klee 325-4655; and Ann Williams 325-6184

In December of 1984 we moved to a larger building to accommodate our growing sales staff. Our goal is now and has always been to serve all of your real estate needs

4½ Years

FAYES LITTLE HAIR SHOPPE

139 SW Main
Downtown Warrenton



Faye Little, a long-term local resident, opened her own shop after having worked for other people

Faye worked one year alone, later she hired Sandra Parks and Dorothy Weiser

Faye's offers hair cutting, perms, and color the the entire family

Three months ago they moved to a larger location

4 Years

ISRAEL & SONS TAXIDERMY STUDIO

Rt. 6, Box 138
Svensen, Ore.

Israel & Sons was started in 1982 by Kent Israel. We offer a full line of taxidermy including head mounts, full body mounts, fish, birds, and rugs.

We also do repairs.

458-5255

4 Years

'Tis the Season

CANNON BEACH MALL
CANNON BEACH, OR.

In 1982 Dorie & Wendy Shannon opened this year round Christmas shop. They carry unique Christmas items that reflect family traditions.

The store has ornaments from 22 different countries but the majority of their imports are from Germany, where many Christmas traditions originated.

Besides ornaments, the store carries other Christmas specialities like wooden pyramids, nutcrackers, incense burning smokers, a large selection of music boxes, Christmas linens, wrap, cards and stockings.

In addition to the store "Tis The Season" also has a mail order catalog which Roger Shannon coordinates.

The store is open every day with the exception of a winter closure in January.

436-1400

4 Years

THE CELLAR BOUTIQUE
1235 Commercial

The Cellar Boutique was established in 1981 by Ardelle Phillips and Nancy Backanen in the lower level of Ardelle's Beauty Salon.

The Cellar offers unique clothes & accessories for the discriminating woman.

325-5249

4 Years

NORTH COAST AUTO SERVICE
2060 Marine Dr. Astoria

In July, 1982 Sam Blower established North Coast Auto Service. His shop specializes in Volkswagen repair and offers his customers the benefit of 52 years combined experience from his staff. His mechanics have been certified at Volkswagen and Datsun training schools.

North Coast Auto Service offers a complete line of Volkswagen specialty tools and equipment manuals along with a full line of parts.

325-3282

4 Years

YOUNGS BAY RESTAURANT
Youngs Bay Plaza
861-1606

The Youngs Bay Restaurant is a full service family restaurant with a complete menu featuring seafood and steaks. The Youngs Bay Restaurant also has a full cocktail lounge.

Open 6 a.m.-9 p.m. Daily

4 Years

SEASIDE HOSPITAL HEARING CENTER
725 S. Wahanna Rd.

The Hearing Center began in 1982. Eileen Clark provided audiologic services until August, 1985. Tom Odegard is the present audiologist. He earned a Master's Degree in Audiology from the University of Washington.

—Provide diagnostic hearing evaluations for physicians and state agencies.
—Works with Clatsop County School Districts to identify and assist hearing impaired children.
—Dispense hearing aids to North Coast Residents with hearing problems.
—Provide hearing aid repairs and service.
—Provide free hearing screening and consultation by appointment.

CALL 738-8463

4 Years

West Coast Video
2010 S. Holladay, Seaside

Owned and operated by Shirley and "Curve" Hagert. They started the business as a home video rental shop with video recorders and movies. They have grown to selling television video recorders and cameras, home stereo and portable stereos, auto AM/FM cassette radios, C.B.s, and all accessories and still have a thriving video hardware and movie rental.

They have now started a unique rent-to-own system for microwaves, video equipment and televisions.

They carry brand names such as Quasar, Sony, Sharp, Sanyo. Any others on special order.

They plan on growing to better serve their customers.

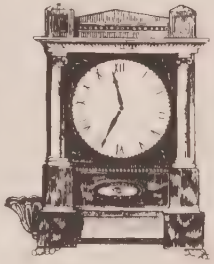
Shirley is a homemaker and mother of 4 married daughters; Curve is a retired Engineering Officer, USCG.

738-3313

4 Years

FAR WEST DATA CONTROL
1010 DUANE No. 206
ASTORIA 325-4800

Far West Data Control started in 1982 by Dave and Jane Roberts. We specialize in software and hardware for IBM computers. Our experienced staff of programmers and installers can assist you with custom programming and training on the IBM PC and the IBM System 36 series of computers. Along with this we have a full line of software to meet the various needs of business and industry.



3½ Years

Things Galore
487 W. Marine Dr. 325-6009

In June 1982, Things Galore was established by co-owners Myrtle Hjorten and Shirley Schneider, specializing in tole & decorative painting, supplies, classes and gifts.

They have attended 4 national conventions taking numerous workshops on varied techniques from accredited teachers. Shirley & Myrtle have 22 years combined experience in this field.

3 Years

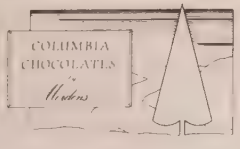
COLUMBIA CARS LTD
279 W. Marine Dr.
325-4300

Jim Jarvis, a retired soldier, founded Columbia Cars in January of 1983 to fill a need in the community for an independent used car dealership. Columbia Cars theme is "Special Cars for Special People."

The cars and trucks are special because they represent high value for the money.

A native Astorian, Jim is dedicated to customer satisfaction. Columbia Cars is located in the "Old Finnish Meat Market" in Union Town, and is a fully accredited member of the National Independent Automobile Dealers Association.

3 Years



COLUMBIA CHOCOLATES by Mordens

1213 Commercial, Astoria
150 Broadway, Seaside
325-4744 738-3612

Columbia Chocolates manufactures fine chocolate for all occasions. We also carry candies to satisfy every taste.

Columbia Chocolates was started by Don and Anne Morden, May 1, 1982. They expanded to Seaside in July, 1984.

Columbia Chocolates received the Governor's Award for Corporate Business Excellence in 1985.

3 Years

THE CLOTHES CASTLE
1454 Commercial
Astoria, OR 97103

Founded July 1, 1983 by Linda Geisler. We have a complete line of second look clothing, our inventory is constantly changing & expanding. A friendly greeting is offered to each and every customer.

We are the local Pacific Northwest Bell Agency.

3 Years

GRANDERSON'S
210 S. Columbia 738-8265

Shirley Anderson & Ken Grant

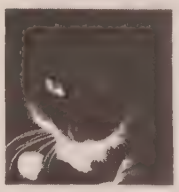
A collection for kitchen, dining, bedroom & bath.

Quality Gifts.

3 Years

Bach'n Rock
RECORD AND TAPE SHOP

and the Spay and Neuter Association
333 West Marine Drive, Astoria
325-2632
Owner: Gregory & Lois Miner; David Copeland, Mgr.



A unique store, done in old colonial design, Bach 'n Rock features the hard-to-get music from meditation to heavy metal imports. We will play much of the selections for the serious buyer. We specialize in cassettes, of which there are several thousand unduplicated, and we have the largest collection of classical music on the coast.

The store is also the office of the Spay and Neuter Association of Clatsop County, a non-profit organization specializing in small animal welfare. We take in abandoned cats and kittens and give them a foster home, including all medical attention until they can be readopted to good families. We have them spayed/neutered as soon as they are of age. A portion of the profits of Bach 'N Rock go toward aid of animals, and assistance to those in need, for spaying or neutering their cats and dogs. Every year we are sponsoring a 50% off Spay and Neuter Week in cooperation with our local veterinarians, to be held in early Spring. Pets-and-Seniors are one of our focal points. The store is open Mon. thru Sat. 11 a.m. to 7 p.m. There is an answering service for closed hours.

3 Years

Dr. Steven C. Scruggs
1008 Commercial St.
Astoria, Ore.

Dr. Scruggs, a graduate of Pacific University, is a contact lens specialist. He provides the latest in contact lenses and lens fitting techniques, as well as the latest in eyeglasses, fashion frames and multifocal designs.

Dr. Scruggs is a member of the American Optometric Association and the Oregon Optometric Association. He recently expanded his practice with the opening of a satellite office in Tillamook.

For all of your eye care needs give Dr. Scruggs a call.
325-4641

3 Years

IRMA'S CAKE DECORETTE & WEDDING SUPPLIES
1145 Commercial Astoria

Operated by Irma Ewen. We carry a full line of Wilton supplies for making cakes, candies and cookies. We also carry bridal accessories such as invitations, garters, wedding and guest books, serving sets, toasting glasses, plume pens and other items. Let us help you with your wedding or any special occasion.

325-1318

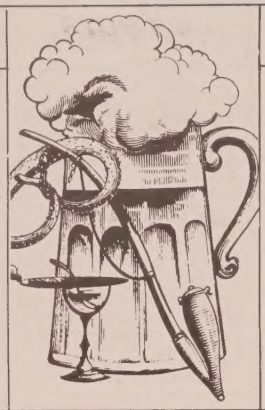
3 Years

DOWNTOWN SHELL
1701 Marine Drive
325-8131

Val Escobar became the owner of Downtown Shell in February of 1983, moving west with his family from Illinois.

We welcome Mel Hirahara of Mel's Mufflers to the staff providing you with additional excellence in service and attention.

Come in and see us. Val, Mel, Terry, Brent, Joe and Jim are here to serve you 7 days a week. Summer hours: 7-10; Winter 7-9.



3 Years

REALTY WORLD-Foghorn Realty
17 West Marine Drive
Astoria, Oregon 97103

This firm was founded by Gene and Annette Nemecek and opened its doors August 1, 1983 at its present location at 17 West Marine Drive in Astoria. Both owners have been involved in the marketing of real estate in the area for several years. REALTY WORLD-Foghorn Realty affiliated with the BIZ Business Brokers Network in December, 1983.

To provide their customers with highly personalized service, the firm has their marketing, property management and ancillary services fully computerized.

The Company also offers pre-license and post license training through its Foghorn School of Real Estate affiliate.

325-7682

2 Years

ANIMAL CLINIC OF WARRENTON
Youngs Bay Plaza

After retiring from 38 years of practice in Portland, V.T. Oliver, D.V.M., moved to Warrenton in 1975. Dr. Oliver got bored of retirement and started a new practice at the Youngs Bay Plaza in June of 1983. The veterinary clinic specializes in small animals, birds, pets, etc.

We are now providing "natural" foods for your pet, getting away from additives and preservatives. Ask our nutrition center for the latest information.

The Animal Clinic of Warrenton offers affordable complete service for small animals with modern equipment and friendly service.

861-1621

2 Years

PAT ORDWAY REALTY
Broker, Pat Ordway
738-6301

44 S. Park Dr.
Suite 101
Gearhart, Ore.

WELCOME

Pat Ordway with six years experience as a Clatsop County realtor, salesperson, rental coordinator and with two years as Owner/Broker of Pat Ordway Realty, located at Gearharts main intersection on Highway 101, in the new Gearhart Center.

Pat and her qualified staff; Rayella Brewer, Roland White, Shirley Johnson, sales associates, and Sheila Johnson, accountant, provide many other real estate services including: residential, commercial, timberland, industrial, lots and acreage, as well as a full time rental agency specializing in vacation and permanent rentals.

Pat Ordway Realty is striving to become the most professionally respected and progressive real estate firm in Clatsop County.

2 Years

Debra's SURPLUS
Across From Seaside High
738-9777

Jack Birkby realized a lifelong goal by opening his own retail surplus store — Debra's Surplus — in November, 1983.

Having spent 35 years as a factory representative selling to major chain stores, Jack has the connections and purchasing power to buy his merchandise at prices which are advantageous to his customers.

Debra's Surplus carries general merchandise - automotive, boots, clothing, tools, furniture, stereo, soda pop, etc, etc.

Jack operates Debra's Surplus along with six qualified employees.

2 Years

GRANDMA LEE'S CHOWDER HOUSE
1235 S. Hemlock - Cannon Beach
436-1762

Bill and Sally Rea opened Grandma Lee's Chowder House in April, 1984, in the old Chow-dee-do-der Building.

Grandma Lee's has especially good clam chowder and homemade pies, baked every morning. Bill and Sally pride themselves in serving superior food at very low prices. Besides chowder, huge tacos and hamburgers, roast beef, turkey, salads, and great breakfasts are also available.

Bill and Sally moved here because they love the area and its people. Stop by and meet them soon.

2 Years

Almost Antiques
228 SE Main, Warrenton
861-2784

Bobbie Borland has always been an avid antique collector. She opened Almost Antiques in July, 1984 to share her interest with North Coast Residents.

Almost Antiques offers furniture, antiques, collectables, jewelry, books, clothing and more.

2 Years

ASTORIA DENTURIST SERVICE
2611 Marine Drive
Astoria, Oregon 97103
325-0331

Denturist, Rod Douglas opened his office on February 6, 1984, following renovation of his building. Mr. Douglas has 15 years experience in Denture Technology. The Douglas family is realizing a lifelong dream of living and working on the beautiful Oregon Coast.

Complete denture service is available locally at affordable prices. One day service is available for relines and repairs. Quality is guaranteed.

Let experience and pride in craftsmanship build your smile.

2 Years

Smocks 'n' Such

960 Commercial 325-1675

Smocks 'N' Such was originated in Jan. 1984 on Youngs River Road by Joan Anderson & Zola Riser.

In Nov., 1984 they moved to the present location on Commercial Street. Joan & Zola specialize in Fabric, Custom Sewing, Custom Fit Patterns, and all types of alterations. They take pride in the personal service they have to offer.

2 Years

Photo Run

200 Broadway, Seaside
331 W. Marine Dr., Astoria

Jerry and Susan Olson opened Photo Run, a one hour film processing and camera store in December 1983. Photo Run is the first one-hour processing laboratory on the Oregon Coast featuring color printing in one hour and reprints up to 5x7 in minutes.

Photo Run is also a complete camera store, featuring darkroom chemicals and supplies, film, lenses, filters, bags, tripods, books, accessories, and a portrait studio.

The Astoria store opened in 1985.

An early picture of Astoria with a pilot boat in the foreground. Notice the young trees on the hills in the background. Also, the Parker House and the Elmore Apartments can be seen by the trained eye.

1½ Years

SOAP DOLLOR SQUARE

Knotty but Nice by Konnie
macrame' originals

Konnie Welch
"Every item in my shop is handmade, original & guaranteed"

Owned and operated by Konnie Welch and her daughter Anji.

Konnie traveled with an art circuit for 13 years previous to settling in Seaside and opening her shop on October 1, 1984.

Anji and Konnie make the majority of the inventory, which enables them the freedom of change and originality. The furniture she designs is unique and one-of-a-kind . . . such as coffee table sets, table lamps, game tables and teddy bear lamps for boys and girls.

Konnie deals directly with the artists, so you can design exactly what you've never before been able to find.

(503) 738-8971
111 W. BROADWAY
SEASIDE, OR 97138

1½ Years

HOME TOWN VIDEO
Downtown Knappa 458-5353

Hometown Video opened in downtown Knappa August of 1984 to supply the home entertainment needs of East Clatsop County.

Hometown Video was recently purchased by Mr. & Mrs. Richard Anderson of Hillsboro. The manager is Bonnie Bryan. Two local girls work part-time during the week.

Hometown Video does sales and rentals of movies, and rents VCR's. They stock a complete selection of new movies, and are looking to expand their inventory of older flicks.

Closed Wednesday.
Tuesday Specials.

1½ Years

UNIVERSAL TV VIDEO INC.

Scott and Alice Forsythe opened Universal Video in October, 1984. They take pride in the selection of films they offer which includes a large number of family, nostalgic and Disney titles as well as the latest releases. Their goal is to provide a family video store with an emphasis on friendly personalized service. They also sell VCR's and new and used movies. They are open 7 days a week, Sunday 1-8 p.m.

1296 Duane St., Astoria 325-3558

1 Year

THE BENT NEEDLE
221-12th 325-0638

The business was established Feb. 1, 1985 by Monica Hutchens, Lucinda Judd and Fred Raw. The gift shop carries all handmade merchandise. They specialize in alterations for Men and Women. Walkins are welcome and appointments can be made after hours. The store is open Mon. thru Sat. 9:30-5:30. Sunday 12-4 p.m.

1 Year

Mr. Mouse's Toy House

Bob & Belinda Sampson opened Mr. Mouse's Toy House on 3-1-85. They carry unique and educational toys. And specialize in toys of high quality while always striving to have toys in every customer's budget range.

Mr. Mouse plans to continue to grow and carry an ever changing variety of toys.

325-5475
1271 Commercial, Astoria

1 Year

BETTY'S CLOSET

Opening February 1, 1985, Betty's Closet caters to the missy customer. Owners Patty and Lee Brinson carry moderate to better goods and an extensive line of accessories.

The Brinson's have recently started interior remodeling, giving the store a fresher, lighter look.

1108 Commercial 325-1169

1 Year

GEARHART LUMBER HARDWARE

Hwy. 101 N Gearhart
738-3366

Roy and Carolyn Hazen opened Gearhart Lumber in spring, 1985. Roy had been in the building business since 1961.

Gearhart Lumber is a full-service lumber yard. An Ace Hardware Store, and is stocking increasing amounts of merchandise.

Their qualified personnel have years of related experience.

COAST MEDICAL SUPPLY

COAST MEDICAL SUPPLY is the only specialized home health care store on the North Coast. They have a wide selection of quality health care products for sale or rent and provide personalized service to meet the patient's needs. COAST MEDICAL SUPPLY is locally owned and operated by Steve and Debbie Mansfield.

Visit our store and see our complete line of oxygen systems, respiratory therapy equipment, rehabilitation equipment, and home health care products.

"YOUR COMPLETE HOME HEALTH CARE STORE"

610 18th St. Astoria 325-6733

10 Months

MIKE'S SAW SHOP
775 Hwy. 101A, Astoria
(Jeffers Gardens)

Mike's Saw Shop is a full service dealership for Jonsered and Homelite chainsaws and accessories.

Mike's Saw Shop also offers quality repair on all makes of chain saws and most small engines.

325-0246

8 Months

SEA CRUISE
Records & Tapes

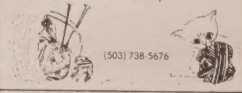
Heritage Square
21 N. Columbia
Seaside, Ore.
738-8281

Sea Cruise is owned and operated by Peggy Murray. Opened in the summer of 1985, Sea Cruise carries the largest and best selection of records, tapes and compact discs on the coast. We also carry Sanyo Portables, T-shirts, blank tapes and more.

7 Months

Ginger's Knitting Nook
HERITAGE SQUARE
21 N. Columbia
Suite D, Seaside

Ginger Buzzell has always loved to knit, and Ginger's Knitting Nook grew out of her interest in sharing her knowledge with the ladies of the North Coast. Ginger spent two years operating the yarn shop out of her home, but opened the Heritage Square location to be more accessible to the public.



5 Months

Terri's Tropics

1053 Duane, Astoria
325-7424
M-F 10-6. Sat. 10-4
Closed Sunday

SPECIALIZING IN
EXOTIC BIRDS — Foreign and Domestic
TROPICAL FISH — Salt & Fresh Water
Over 100 different kinds

WE CARRY A FULL LINE OF PET SUPPLIES INCLUDING
Topper Bird Food — Geisler Products
Dog & Cat Supplies — Tetra & Aquarium Fish Food
WE SPECIAL ORDER AT NO ADDITIONAL CHARGE

5 Months

LE CLAIR'S MACHINE SHOP
162 10th Street, Astoria, Ore.
(Behind Astoria Auto Supply)

Le Clair's Machine Shop was opened by Fred LeClair in October of 1985. We offer all types of engine service, including: engine rebuilding, head reconditioning (crack detection for cast iron or aluminum), valve grinding, surface grinding, engine boring — small 2½" to large 7", hot tanking, glass bead cleaning, presswork, brake riveting. Disassembly & assembly available. Call for Free Estimate.

AUTOMOTIVE & INDUSTRIAL
Hours: Mon.-Fri. 8:30-5. Saturday 9 to 1
325-7148

An early sand castle contest in Seaside, Oregon.

3 Months

NEW VIDEO HORIZONS

49 7th St., Astoria 325-7310

(Across from McDonald's)

New Video Horizons was opened in December of 1985, and is locally owned and operated by newlyweds Neal and Christy Cummings. The two are not new to the video field, as both worked previously in the National Video store in Warrenton. Neal's experience in video totals over four years.

The owner's objective is to stay on the forefront, or the "horizon" of the video revolution. The drive-up window, one of very few on the whole West Coast, is just one aspect. The store now features VHS video sales and rentals, with family and classic films its specialty. Low-cost membership allows discounts on rentals and accessories.

Sales, rentals, or rent-to-own is available on video recorders, televisions, stereos, and microwaves for any period of time. Used phonograph albums are also available for sale or rent.

Courtesy and helpfulness are their emphasis, so if you need help picking out a movie, or just want to chat, see Neal and Chris.

3 Months

LifeStyles

Open
Mon.-Sat.
9:30-5:30
Friday 9:30-7:00 pm

Lifestyles carries a large selection of name brand jeans at discount prices. Selection includes Lawman, Pulse, Candies, Brittania Seattle Blues and James Jeans. A line of sweatshirts and sweaters will be added soon.

Lifestyles will continue to carry a complete line of men's and women's uniforms. Group orders for uniforms are welcome.

A full line of maternity wear, including lingerie and nursing wear is available.

Owner, Dolores Skillstad, a graduate of the Institute of Fashion Deisgn would be happy to offer her consulting expertise.

Previously located above the Liberty Theatre, Lifestyles is now located at 1001 Commercial St.

1001 Commercial 325-0443

3 Months

Member

J.L. ANDERSON'S CUSTOM FRAMES

A well traveled native Oregonian, Jon studied art at an early age.

Jon worked in a frame shop and gallery in Wisconsin, as well as Hallaux Paint Store here in Astoria.

Creating custom matting and framing is Jon's specialty; carrying a large and distinctive line of prints.

In transit 325-7473

5 Months

ASTORIA BUSINESS CENTER

905 Commercial Street
Astoria 325-1354

The business was started in October 1985 by Sandra Miller and is currently managed by her husband, Mitch. Sandra saw an opportunity for a diversified service oriented business to provide the business community with business related supplies and machines at competitive prices, friendly service and a true appreciation for their customers. Drop in today and have a free cup of coffee. They are located on the corner of 9th and Commercial, across from Benjamin Franklin at the traffic light on 9th.

Authorized SWINTEC Dealer.

2 Months

Michael J. Graves

Licensed Tax Consultant

Offering fast and dependable income tax preparation service. Open from 8:00 a.m.-6:00 p.m. Monday-Friday.

Local processing of returns at affordable prices.

With over 11 years of experience preparing individual income tax returns.

Oregon Licensed Tax Consultant
No. 1773

905 Commercial 325-0841

2 Months

My Lady's Nail Clinic

137 SW Main, Warrenton
861-2518

Wendy Mickle opened My Lady's Nail Clinic last December.

Wendy gained many years of nail experience while living in Australia. She wants to share that experience with the ladies of the North Coast.

Wendy is a Nail Technician. She does manicures, pedicures and is soon to add a makeup line. Wendy will soon start teaching self-care nail classes.

1 Month

PAPA ALDO'S TAKE & BAKE PIZZA

Papa Aldo's has become the Northwest's most talked-about pizza. The Warrenton franchise, of the Portland-based chain, is locally owned by Chris L. Overlock.

Originating just over 4 years ago in Hillsboro, Oregon, Papa Aldo's uses the freshest ingredients of meats, vegetables, sauces and 100% real dairy cheese.

The "Take & Bake" concept allows the customer to eat the pizza at its "Moment of Perfection."

Youngs Bay Plaza 861-3663

1 Month

E & J Reid Enterprises

"Tools 'N Things"
679 E. Harbor
"Harbor Place"
Warrenton 861-1261

A one-stop shopping experience for the entire family, E & J Reid Enterprises offer quality merchandise at discount prices.

Quality hand tools, power tools, air tools, work clothes, socks, gift items and toys and more. We often stock top name brands.

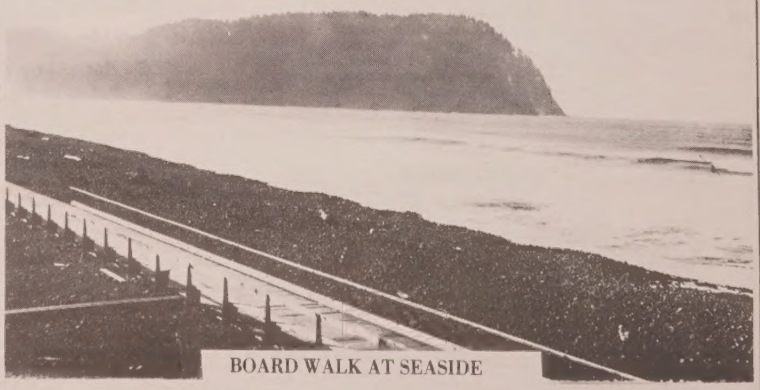
Coming Soon

BRIM'S FARM WAREHOUSE

This new business will be opening in March and will supply farm, feed, garden and pet supplies.

Brim's Farm Warehouse was established by Mike and Linda Brim, both native residents who look forward to serving your farm and garden needs.

"WE'RE DOWN TO EARTH"
Watch For Our
Grand Opening
450 Hwy. 101 Alternate
Astoria
325-1562



BOARD WALK AT SEASIDE

This early portrait displays the initial stage of the Seaside Promenade as it stretched southward toward Tillamook Head. The beach was quite rocky in those days, and notice the complete absence of beachfront houses and pine trees.

60 Years

LUM & UTTI

Pontiac - Subaru - GMC Trucks

The firm was originally founded by JC Johnson in 1926. At that time it was located on 18th street between Franklin & Exchange. A short time later, it moved to its present location and became an Oldsmobile dealership. In 1954, Johnson bought out the local Pontiac dealership and diversified his line.

In 1978, the dealership was purchased by David Lum & Tom Utti. The new owners changed the name to Lum & Utti and added Subarus and GMC trucks to the Pontiac line. Lum & Utti also has a fine parts, service, and auto body repair department to satisfy all of its customer's automotive needs.

NEW CARS

Mr. Goodwrench

GMC TRUCKS

SUBARU

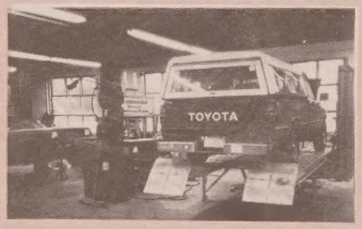
USED CARS

GM QUALITY SERVICE PARTS GM

GENERAL MOTORS CORPORATION

SERVICE DEPARTMENT

Our service department is Triple AAA approved and can boast of a very high customer satisfaction rating. We've been rated one of the best on the north Oregon Coast.



AUTO BODY SHOP

Our state of the art auto body shop offers the customer the best in glass and collision repairs and the most modern equipment available on the north Oregon coast. Free estimates are always available upon request. Just ask for Tiny.

PARTS DEPARTMENT

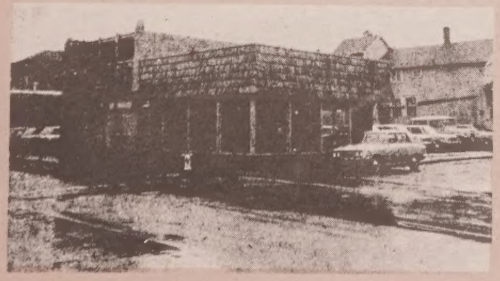
Our parts department carries a full line of genuine Subaru, GMC, and General Motors parts. If you have any parts problems with your vehicle, just ask for Jeff or Terry.

17 Years

Early photographs of the original owners.

Early photo of New & Used Toyotas.

Dave Lum after closing a big sale.



TOYOTA OF ASTORIA IN 1969

TOYOTA OF ASTORIA

Toyota of Astoria was established in October, 1969, by David Lum, Tom Utti, and Roger Riutta. The dealership was built on the site formerly occupied by Lum-Quing grocery. Shortly after the dealership opened, a parts and service department was added, and another lot was purchased next to the showroom to accommodate an expanding inventory. The used car lot is located at 7th & Marine Drive.

Last Year, Toyota of Astoria added Chrysler, Plymouth, and Dodge cars and trucks to their automotive line. They have become one of the most successful dealerships on the north Oregon coast and intend to stay that way by offering their customers the best in automotive sales and service.

Another interesting fact is that all owners, managers, and most of the sales staff are locally born and raised. So they understand and respect the local customer's automotive needs.

6th & Bond, Astoria, Ore.

New Cars 325-4441 Used Cars 325-4357